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EDITOR: Jerry Leichter

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WEEKLY REPORT

RECEIVED

MAR 18 1957

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (March 18)

NBC- 8:30-9pm EST; DEBUT - Tales of Wells Fargo - FILM from WRCA-TV(NY) & KRCA-TV(LA), no. of stations indefinite. § Alternate Week Sponsors- 1) The American Tobacco Co (Pall Mall) thru Sullivan, Stauffer, Colwell & Bayles, Inc (NY); Acct Exec- William Spire; Asst Acct Exec- Brooks Elms. 2) General Foods Corp (Jell-O puddings, pie fillings; Sanka) thru Young & Rubicam, Inc(NY); Acct Execs- Owen J. Burns(Jell-O), John McNeill(Sanka). § Pkgr & Film Prod- Overland Productions, Inc., at Republic Studios, Studio City, Calif.; Prod- Nat Holt; Dirs- Various; Chief Writer & Story Consultant- Frank Gruber. § Dale Robertson stars in this Western adventure series as Jim Hardie, Wells Fargo agent. Each episode is based on a different incident in the history of the express company, when it advanced with the pioneers in opening the West, 1852 to 1918. The series replaces Stanley (last show March 11) in the time spot.

Wednesday (March 20)

CBS- 9-10pm EST; SPECIAL - Hemo the Magnificent - FILM (COLOR) from WCBS-TV(NY), 180 stations net, approx 20 delayed. § Sponsor- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila); Acct Exec- Vance Babb. § Pkgr- American Telephone & Telegraph Co; Prod & Dir- Frank Capra; Animation- Shamus Culhane Productions, Inc; Writer- Frank Capra, with the technical assistance of a scientific advisory board. § Story-line documentary using actors, animated cartoons and microphotography to present a fully-detailed story of blood, its circulation and the heart-pump. Richard Carlson plays "The Fiction Writer," with Dr. Frank Baxter as "Dr. Research," in this second program of AT&T-Bell System's Science Series. The first was Our Mr. Sun, presented Nov 19, 1956. Hemo the Magnificent pre-empts The Millionaire, 9-9:30pm, and I've Got a Secret, 9:30-10pm, one time only.

Saturday (March 23)

CBS- 10:30-11pm EST; RETURN - Two for the Money - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- Goodson-Todman Productions(NY); Exec Prod- Gil Fates; Prod & Dir- Ira Skutch; Writers- Norman Barasch, Carroll Moore, Art Baer; Music Dir- Milton DeLugg. § Humorist Sam Levinson is host of the audience participation quiz show, with Dr. Mason Gross, Provost and Professor of Philosophy at Rutgers University, judging the correctness of contestants' answers. The program originally debuted over NBC on Sept 30, 1952, and moved to CBS on August 15, 1953, where it had been seen Saturdays, 9-9:30pm NYT, thru Sept 22, 1956. Herb Shriner was the original m.c.host, with other humorists replacing him each summer. Levinson was the summer sub during 1955 and again in 1956, holding the post last season until the program went off. In its return the program replaces You're On Your Own (last show March 16).

THIS WEEK(Cont'd)

Sunday(March 24)

CBS- 5-5:30pm EST; SPECIAL - The Black Star Rises - FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr & Prod- CBS News(NY); Editors- Leslie Midgley, Ed Hoyt; Dir- Vern Diamond; Camera- Cyril Bliss; Sound- Frank Binney. § Howard K. Smith, CBS News Chief European Correspondent, gives a live eye-witness account of the tour of Vice President Richard Nixon's visit to the new nation of Ghana and six other African countries, with the film showing what each of the countries is like, tied in with the visit of the Vice President to each. The program pre-empts Mama, this date only.

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Big Payoff (Mon thru Fri, 3-3:30pm EST) Delete Betty Ann Grove as a regular, effective March 11.

NBC- Masquerade Party (Wed, 8-8:30pm EST) Add Eddie Bracken as m.c., with panelists Betsy Palmer, Ilka Chase, Bobby Sherwood and Johnny Johnston. (See page 16).

Tonight! (Mon thru Fri, 11:30pm-1am EST) Add Judy Johnson as permanent hostess in New York, effective March 11.

The Gumby Show; DEBUT March 16; Saturdays, 10:30-11am EST; LIVE & FILM from WRCA-TV(NY), no. of stations indefinite. § Sponsor- Sweets Co of America, Inc., direct. § Pkgr- NEC-TV(NY); Prod- Roger Muir; Dir- Bob Hultgren; Creator- Art Clokey. § "Gumby", a wedge-shaped character made of modeling clay, is a three-dimensional character created with stop motion animation. Each weekly program includes a Gumby adventure, an animated cartoon and a live segment. The latter revolves around activities in the Fun Shop, operated by a Scotsman named Scotty McKey, played by Bobby Nicholson, who is also featured on the Howdy Doody Show, the same program that first introduced "Gumby." The program replaces I Married Joan (last show March 9).

Club 60 (Mon thru Fri, 1:30-2:30pm EST) Add Dennis James as regular m.c. until mid-May, effective March 18. He had been guest m.c. since March 4. Program is now seen over 50 NBC stations. Also add Art Van Damme Quintet as regulars. (See pages 12, 14).

The Steve Allen Show (Sun, 8-9pm EST) Program will originate from Hollywood, March 24 and 31, then return to NY origination.

Watch Mr. Wizard; new time effective March 16, Saturdays, 11:30am-12noon EST; formerly seen 12:30-1pm. Program will be in the spot for two weeks, with permanent time to be assigned. (Change of information previously noted on page 16).

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WRCA-TV(Ch 4)- Shariland; DEBUT March 16; Sat, 8-9am EST. Sustaining. Pkgr- WRCA-New York TV; Prod- John Fengler; Dir- Hugh McPhillips; Writer, Music & Lyrics- Ian O'Kun. Ventriloquist Shari Lewis presents music, stories and magic tricks for children, 3-15, taking viewers thru "Shariland".

WTMJ-TV(Ch 4)- How Children Learn; DEBUT March 9; Sat, 1:30-2pm CST, for 6 weeks. Milwaukee Pkgr & Prod- WTMJ-TV with the University of Wisconsin in Milwaukee; Coord- Lucille Gleisner(UofW campus school). Educational series with University of Wisconsin professors and personnel discussing "How Children Learn ...through play...to communicate...from science...from social studies...through creative activities.

shows are in upper and lower case letters, underlined.

of extra actors are available.

SAUNDERS MARCH 18
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PERRY COMO SHOW NBC 8pm ADD: Esther Williams(A), Edye Gorme(S), Georgie Kaye(C).

SUNDAY MARCH 17
 10 11 12 1 2 3 4 5 6 7 8 9 10 11 12

LAMP UNTO MY FEET CBS 10am ADD CAST: In The Dust Of Hope; David Opatoshu, Benny Gatt-
(Dr. Lyman Bryson) eys, Greg Roman, Bert Cowlan, Michael Kane.

CAMERA THREE CBS 11:30am Scenes from Macbeth; (0) William Shakespeare; with John Call-
icos, Colleen Dewhurst

ED SULLIVAN SHOW CBS 8pm ADD: Bil And Cora Baird Puppets.

OMNIBUS ABC 9pm ADD CAST: The Story of Amelia Earhart; with Burgess Meredith,
(Alistair Cooke) Robert Pastene, Frank Daly, Richard Carlyle, Michael Higgins,
 Elaine Ellis, Leslie Barrette, Ruth White; Dir - Charles
 Dublin

General Electric Theatre CBS 9pm . The Victorian Chaise Lounge; (O) Marghanita Laski; (A) James P. Cavanaugh; with Joan Fontaine, Mark Dans, Sidney Smith, Marion Seldes, Mollie Blessing, Nelson Welch, Philip Tonge, Bruce Lester; Dir - Herschel Daugherty.

MONDAY MARCH 18
 11:00 AM - 12:00 PM

Wire Service ABC 7:30pm No Peace at Lo Dao; (O) Lowell Barrington; (A) Elliot West,
(Mercedes McCambridge) Lowell Barrington; with Miss McCambridge, Keye Luke, Vladimar
Sokoloff, Robert Kino, Morris Ankrum; Dir - Reginald LeBorg

Burns & Allen CBS 8pm with regulars & Mary Livingstone, Howard McNear; (SW&SD).

VOICE OF FIRESTONE ABC 8:30pm Jerome Hines

Talent Scouts CBS 8:30pm Video-Taped: Shelly Gray(S), Douglas Williams(M), Denise Wray(S).

Tales of Wells NBC 8:30pm
Fargo (Dale Robertson) PREMIERE: The Thin Rope; (O) N.B. Stone; with Mr. Robertson, Chuck Connors, George Wallace, Robert Burton, Kit Carson, Russ Thorson, Jacqueline Holt; Dir - Les Martinson; Producer of series is Nat Holt.

TOP TUNES & ABC 9:30pm Peter Fountain(M), Ralph Sanford(S).
NEW TALENT(Lawrence Welk)

December Bride CBS 9:30pm Kissing Booth; with regulars & Elvia Allman, Robert Fortier,
(Spring Byington) Frank Jenks; (SW&SD).

ROBERT MONTGOMERY NBC 9:30pm His Name Was Death; (O) Frederic Brown; (A) Frank Telford;
PRESENTS with Henry Jones, Arch Johnson, Dolores Sutton, Heywood Broun,
Jr., Sandy Kenyon, Elspeth Eric, Phyllis Newman, Treva Fra-
zee; Dir - Frank Telford.

STUDIO ONE CBS 10pm Walk Down The Hill; (0) Ernest Kinoy; with William Smithers, Davis Lewis, Don Gordon, Lonnie Chapman, Frank Sutton, Ivan Dixon, Clu Gulager, Stefan Gierasch, John Fiedler, Fred Rolf, Lew Gallo; Dir - Norman Felton.

MONDAY MARCH 18(Cont'd)
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|-----------------------------------|--------------|---------------------------------------------------------------------------------------------|
| <u>Douglas Fairbanks Presents</u> | WRCA 10:30pm | <u>Fast Buck</u> ; with John McCallum, Lois Maxwell; no other info available at press time. |
|-----------------------------------|--------------|---------------------------------------------------------------------------------------------|

TUESDAY MARCH 19  
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<u>Conflict</u>	ABC 7:30pm	<u>The People Against McQuade</u> ; with Tab Hunter, Dani Crayne, James Garner, Raymond Bailey, Chet Stratton, Robert Hover, Mildred von Hollen, Dick Ryan, Lawrence Green, Joanna Heyes; Dir - Roy Del Ruth.
JONATHAN WINTERS SHOW	NBC 7:30pm	Dorothy Collins(S).
<u>Phil Silvers Show</u>	CBS 8pm	<u>Bilko's Black Magic</u> ; with regulars & Gerald Hiken; (SW&SD).
<u>Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>The Vultures</u> ; with regulars & Mort Mills, Lane Bradford, Gordon Clark, Claudia Bryar; (SW&SD).
<u>Panic!</u>	NBC 8:30pm	<u>The Boy</u> ; with Billy Chapin, Ross Elliott, Jack Lambert, Michael Granger, Paula Winslowe, Michael Taylor.
<u>Broken Arrow</u>	ABC 9pm	<u>Johnny Flagstaff</u> ; with regulars & James Craig, Louis Martin, Louise Collier, Jimmy Baird; (SW&SD).
<u>Jane Wyman Show</u>	NBC 9pm	<u>The Wildcatter</u> ; with Virginia Grey, Claude Akins; no other info available at press time.
<u>DuPont Theatre</u>	ABC 9:30pm	<u>Dan Marshall's Brat</u> ; (O) Michael Fessler; with Patty McCormack, Russ Johnson, Barbara Eiler, Paul Fix, Francis MacDonald; Dir - Reginald Le Borg.
RED SKELTON SHOW	CBS 9:30pm	Virginia Grey(A).
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	<u>Four Homes For Danny</u> ; (O) Phil Reisman, Jr.; with Raymond Duke, Joe Maross, Peggy McKay, Richard Kendrick, Bethel Leslie.
IT'S POLKA TIME	ABC 10pm	Tatra Mountaineer Folk Dancers

WEDNESDAY MARCH 20
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|                                            |            |                                                                                                                                                                                                                                                                                                                                                                                          |
|--------------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| THE TERESA BREWER SHOW                     | CBS 8pm    | George DeWitt(C), Joan Holloway(D), Terry Gilkyson and The Easy Riders(S).                                                                                                                                                                                                                                                                                                               |
| <u>Navy Log</u>                            | ABC 8:30pm | <u>After You, Ludwig</u> ; with Bart Burns, King Donovan, Werner Klemperer, Ivan Triesault.                                                                                                                                                                                                                                                                                              |
| <u>Father Knows Best</u><br>(Robert Young) | NBC 8:30pm | <u>Safety First</u> ; with regulars & Ethel May Halls, Jimmy Bates, Dee Pollock; (SW&SD).                                                                                                                                                                                                                                                                                                |
| KRAFT THEATRE                              | NBC 9pm    | <u>Night Of The Plague</u> ; (O) Lester Powell; with Edward Mulhare, Barry Jones, Maggie Smith, Geoffrey Lumb, Milton Selzer, Alfred Shirley, Andine Forrest; Dir - Fred Carney.                                                                                                                                                                                                         |
| <u>Ford Theatre</u>                        | ABC 9:30pm | <u>The Man Across The Hall</u> ; (O) Jonathan Kohn & Bernard Drew; with Robert Sterling, Vera Ellen, Marga Ann Deighton, Eddie Ryder, Marjorie Bennett; Dir - James Neilson.                                                                                                                                                                                                             |
| <u>20th Century-Fox Hour</u>               | CBS 10pm   | <u>The Man Who Couldn't Wait</u> ; (O) Leo Lieberman; with Charles Bickford, Jay C. Flippen, Arthur Franz, Josephine Hutchinson, Whit Bissell, Willis Bouchey, Vivi Janiss, Henry Slate, Sydney Smith, John Eldredge, Barbara Woodell, Robert Osterloh, Harry Harvey, Sr., Herb Vigran, Thomas B. Henry, George E. Stone, Barney Phillips, John Doucette, David Bond; Dir - Lewis Allen. |





THURSDAY MARCH 21  
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<u>Sgt. Preston</u> (Richard Simmons)	CBS 7:30pm	with regulars & Dick Wilson, Gene Roth, Ralph Neff, Ed Deering, Harry Tyler; (SW&SD).
CIRCUS TIME	ABC 8pm	The Florida Trio(acro), Betty Ann Groves(S), Nita & Pepi(balancing), Duke Art(C).
<u>Bob Cummings Show</u>	CBS 8pm	<u>Bob Meets The Mortons</u> ; with regulars & George Burns & Gracie Allen, Bea Benaderet, Larry Keating.
CLIMAX! (Bill Lundigan)	CBS 8:30pm	<u>Let It Be Me</u> ; (O) Eileen & Robert Mason Pollock; with Eddie Albert, Steve Forrest, Maureen O'Sullivan, Charles Ruggles, Jill Corey, Johnny Desmond; Dir - Jack Smight.
<u>The People's Choice</u> (Jackie Cooper)	NBC 9pm	with regulars & Strother Martin, Lisa Davis, Gloria Pall; (SW&SD).
PLAYHOUSE 90	CBS 9:30pm	<u>The Hostess With The Mostes</u> !; (O) Speed Lamkin & Hagar Wilde; with Shirley Booth, Jackie Coogan, Evelyn Rudie, Shepperd Strudwick, Frank Milan, Hedda Hopper, Perle Mesta; Dir - Paul Nickell.
THE FORD SHOW	NBC 9:30pm	Steve Allen(C).
LUX VIDEO THEATRE (Gordon MacRae)	NBC 10pm	<u>The Great Lie</u> ; (O) Polan Banks; (A) Sanford Barnett; with Jan Sterling, Catherine McLeod, Charles McGraw, Eleanor Audley, Joseph Hamilton, Robert Quarry, Isabelle Cooley; Dir - James Yarbrough.

FRIDAY MARCH 22
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|---------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)            | ABC 7:30pm | <u>Boone's Commission</u> ; (SW) Jennings Cobb; with regulars & John Mitchum; (SD) Lew Landers.                                                                                                                 |
| <u>Adventures of Jim Bowle</u> (Scott Forbes)           | ABC 8pm    | <u>Thieves Market</u> ; with regulars & Pam Baird, Kem Dibbs, Kay Kuter, Chester Jones; (SW&SD).                                                                                                                |
| <u>Crossroads</u>                                       | ABC 8:30pm | <u>The Last Strand</u> ; with Conrad Nagel, Mala Powers, William Hughes, Harry Antrim, Lester Matthews, Oliver McGowan, Betty Farrington, Charlotte Fletcher, Joe Jefferson, Kay Kuter, Whit Bissell.           |
| <u>Dick Powell's Zane Grey Theatre</u>                  | CBS 8:30pm | <u>A Fugitive</u> ; (O) Frederic Louis Fox, Aaron Spelling; with Eddie Albert, Celeste Holm, Peter Botrian, Richard Shannon, Denver Pyle; Dir - John English.                                                   |
| <u>Life Of Riley</u>                                    | NBC 8:30pm | with regulars & Jack Albertson, Arthur Q. Bryan, Bobby Santon; (SW&SD).                                                                                                                                         |
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff) | CBS 9pm    | <u>Academy Award</u> ; with regulars & Sheila Graham; (SW&SD).                                                                                                                                                  |
| CHEVY SHOW                                              | NBC 9pm    | Dinah Shore, Pat Boone(S), Shirley MacLaine(D), Dan Dailey. (O) Bob Wells, Johnny Bradford; Dir - Bob Banner.                                                                                                   |
| <u>Schlitz Playhouse</u>                                | CBS 9:30pm | <u>For Better, For Worse</u> ; (O) Dwight Taylor; with Bette Davis, John Williams, Ray Stricklyn, Simon Scott, Charlie Cantor, Oliver McGowan, Katherine Warren, Nancy Kilgas, Irene Tredrow; Dir - John Brahm. |
| RAY ANTHONY SHOW                                        | ABC 10pm   | Connie Haines(S).                                                                                                                                                                                               |
| <u>The Lineup</u><br>(Warner Anderson)                  | CBS 10pm   | <u>The Cherokee Rose Case</u> ; with regulars & Chris O'Brien, Gage Clark, Trudy Wroe, Roger Barrett; (SW&SD).                                                                                                  |

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 18 - MARCH 22  
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GOOD MORNING (Will Roger, Jr.)	CBS 7am	3/18 - Lou Monte(S); 3/19 - Frank Fontaine(C); 3/20 - Bobby Scott(S-M), Frank Fontaine; 3/21 - Frank Fontaine; 3/22 - Earl Wrightson(S).
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MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)

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|------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GARRY MOORE SHOW             | CBS 10am    | 3/18 - Martha Davis & Spouse(M); 3/22 - James Reneaux(magic), Milt Kamens(C).                                                                                                                                                                                                                              |
| CLUB 60                      | NBC 1:30pm  | Dennis James is MC until May 17 - 3/18 - Mack Murray(mental-1st); 3/19 - Lurlene Hunter(S); 3/20 - Ann Hathaway(S); 3/21 - The Step Brothers(D); 3/22 - Roger Williams(M).                                                                                                                                 |
| NBC MATINEE THEATRE          | NBC 3pm     | 3/18 - <u>The Peaceable Kingdom</u> ; (O) Arthur Arent; 3/19 - <u>The 19th Hole</u> ; (O) Frank Craven; (A) Warner Law; 3/20 - <u>Weddings In The Family</u> ; (O) Dale Fife; (A) Betty Ullius; 3/21 - <u>Mr. Krane</u> ; re-run; 3/22 - <u>The Last Leaf</u> ; (O) Ross Claiborne, Frances Banks; re-run. |
| MODERN ROMANCES              | NBC 4:45pm  | Betty Furness is hostess in place of Martha Scott; <u>Realization</u> ; (O) Jesse Sandler; with James Bonnett, Mary Jackson, Grant Sullivan, Kathleen Murray, Mary Fickett.                                                                                                                                |
| TONIGHT!<br>(Jack Lescoulie) | NBC 11:15pm | 3/18 - Jimmy Durante, Charles Van Doren; 3/22 - Jane Russell.                                                                                                                                                                                                                                              |

SATURDAY MARCH 23

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TRUE STORY (Kathi Norris)	NBC 12N	<u>Wait For Me</u> ; (O) Ben Radin; with Phyllis Hill, William Prince, Earl Hammond, Sam Gray, Heywood Hale Broun; Dir - Sterling Reynolds.
JACKIE GLEASON SHOW	CBS 8pm	(Jackie gleason is on vacation); Kathryn Grayson, Sarah Vaughn, Count Basie & Orch., Joe Williams(S), Dick Haymes(S), Leo DeLyon(C), The Jaye Sisters(S).
PERRY COMO SHOW	NBC 8pm	Lana Turner
OZARK JUBILEE	ABC 10pm	Janis Martin(S), Sanford Clark(S).

SUNDAY MARCH 24

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|-----------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| RAY BOLGERS'<br>WASHINGTON SQUARE | NBC 4pm    | with regulars & Patti Page, Gertrude Berg, Jim Backus.                                                                                                                                                    |
| <u>77th Bengal Lancers</u>        | NBC 7pm    | <u>Ten Thousand Rupees</u> ; with regulars; (SW&SD).                                                                                                                                                      |
| <u>Jack Benny Show</u>            | CBS 7:30pm | FILM: Jack Benny & Mary Livingstone in Paris; with Maurice Chevalier.                                                                                                                                     |
| ED SULLIVAN SHOW                  | CBS 8pm    | Julie London(S), Ella Fitzgerald(S), Oscar Hammerstein, Dick Rodgers, Guilietta Masina(panto); ON FILM: Sophia Loren, Alan Ladd, Clifton Webb.                                                            |
| STEVE ALLEN SHOW                  | NBC 8pm    | Greer Garson, Groucho Marx, Dean Jones, Janik & Arnaut(S), The Lancers(S-D).                                                                                                                              |
| <u>General Electric Theatre</u>   | CBS 9pm    | <u>Too Good With A Gun</u> ; (O) Lewis B. Patten; (A) John Dunkel; with Robert Cummings, Dayton Lummis, Michael Landon, Edith Evanson, Frank Ferguson, Jack Lambert, Ed Hinton; Dir - Herschel Daugherty. |
| GOODYEAR PLAYHOUSE                | NBC 9pm    | <u>First Love</u> ; (O) Ivan Turgenev; (A) Hedda Rosten; with Claire Bloom, James Daly, Joel Crothers, Lily Darvas, Scott Merrill, Barbara Robbins; Dir - Alex Segal.                                     |
| <u>Loretta Young Show</u>         | NBC 10pm   | <u>Emergency</u> ; (O) Pamela Hennell; (O) Pauline Stone; with John Ericson, Anna Maria Alberghetti, Tris Coffin, Norma Varden, Percy Helton, Frances Mercer, Emerson Tracy; Dir - John Newland.          |

*[The page contains extremely faint, illegible text, likely bleed-through from the reverse side. The text is organized into several paragraphs and appears to be a formal document or report.]*



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MAR 21 1957

MARCH 20, 1957

VOLUME 9 NUMBER 12 A

EDITOR: Jerry Leichter

PROGRAMS • ADVERTISERS • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - COMMENT - POSSIBILITIES

While summer replacement commitments are being announced, new series are also moving into key spots for sponsors, rounding out contract periods into the summer. On the replacement side, the perennial Arthur Murray Party will come back to CBS for the summer, sponsored by Associated Products (5 Day Deodorant Pads) thru Grey Advertising. The dance-variety show replaces Hey Jeannie!, Saturdays, 9:30-10pm NYT, probably in June. My Favorite Husband, the 13-episode series on film that co-starred Vanessa Brown and Barry Nelson, will be the summer replacement for The Jack Benny Show over CBS, starting June 30. Screen Gems will have a higher number of re-runs of its Ford Theatre series this summer than ever before. One group, under the regular Undercurrent program title for the spot, will replace The Lineup for the summer over CBS. Another group of the Ford re-runs will replace The Red Skelton Show for the summer, while a third portion of the anthology series re-runs will serve as a replacement for either the George Gobel Show on NBC and/or The Danny Thomas Show on ABC. Foote, Cone & Belding is agency for sponsors of both latter shows and it has not been determined which will have the re-runs. Ford Theatre on ABC also uses re-runs of its own films for the summer.

Among other changes in network line-ups: The Spike Jones Show, musical-variety, debuts live from Hollywood over CBS on April 2, Tuesdays, 10:30-11pm EST, sponsored by Liggett & Myers Tobacco Co (L&M Cigarettes) thru Dancer-Fitzgerald-Sample. It replaces Do You Trust Your Wife for the sponsor. Co-producers of the Jones show are Tom Waldman and Dick Darley, with Darley also directing and Waldman writing the program.....The Ray Anthony Show will cut back to a half-hour over ABC, Fridays, 10-10:30pm EST, starting April 12. ABC will use the 10:30-11pm spot on that date to test The Rock 'n' Roll Revue, starring Alan Freed as m.c., with an 18-piece band. The show is due to be repeated sometime in May.....ABC has had a slight problem with its Air Time '57, which originally only had a 13-week commitment. That's all the nominal sponsor, Air Force Reserve, and star Vaughn Monroe had agreed to. Telephone Time won't be moving into the Thursday, 10-10:30pm spot, until April 11, which would leave a two-week program gap since Monroe checks off after tomorrow (21) night's show. However, since ABC controls the show title, it will keep a modified show rolling as a sustainer in the spot for the two weeks under the same title, Air Time '57.

Richard Linkroum is relinquishing his post as exec producer of NBC's Today and Home shows, to stay with the new Tonight! as regular producer. Norman Frank had been producer of the latter and went on a six-week leave in February, with his return set for earlier this week. Linkroum had been in active control of the Tonight! show during Frank's absence. Now Linkroum will be going on a five-week vacation and Dick Jackson will sub as producer in his absence. The Today and the Home shows will continue under their present producers, with no new exec producer to be named.





Silent Service, a new film series about the submarine boys, goes quietly into first-run syndicated release during the first week in April. The series is currently being produced by Twin Dolphin Productions, Inc., thru California National Productions, NBC film subsidiary, at California Studios in Hollywood and on location on the West Coast, and is being syndicated by NBC. Thomas M. Dykers is exec producer, with George Cahan producing for California National. The series debuts over WRCA-TV(NY) on April 5, Fridays, 7-7:30pm EST.....NBC now confirms that Crisis, the new one-hour drama series slated for the fall, beginning Sept 9, Mondays, 10-11pm NYT, will have 40 programs, with 20 on film and 20 in live color. Ten of the films will be produced by Alfred Hitchcock and 10 will be produced by Revue Productions. The live programs will also be produced by Revue (MCA) and will originate in New York.....ABC and Gary Cooper couldn't get together on a new series to start in the fall of 1957, but CBS didn't have any qualms about waiting for the motion picture star, so CBS and Ashton Productions have signed a three-year contract calling for Cooper to act as host-narrator for a weekly series of action-adventure one-hour films to be presented on the net starting during the 1958 fall season. Ashley-Steiner, Inc., and I. H. Prinzmetal, president of Ashton, handled negotiations for the Cooper production firm.

ABC has renewed its contract with the International Boxing Club to present the Wednesday Night Fights on the net for another two years, effective June 1.....Scott Paper Co has renewed Father Knows Best for next season over NBC, carrying the show into its fourth year on the air. It started on CBS in 1954 for Kent Cigarettes on Sunday evenings and was cancelled after its first season in that spot. Scott picked it up and put the show on NBC in its current time spot and has stayed with it ever since.....Captain David Grief, Guild Films' syndicated series, which was re-named Jack London Stories of Captain David Grief by Standard Oil of California in the 12 markets in which it sponsored the series, has now been further re-titled by the same sponsor. To enhance the log appeal the cumbersome name has been shortened to Jack London Stories.....With the addition of Reynolds Metals Co to its list of sponsors (a half-hour on alternate weeks, effective Sept 18), ABC's Disneyland for 1957-58 will have Swift & Co (Derby Foods subsid) thru McCann-Erickson, Inc.; General Foods Corp thru Young & Rubicam, Inc.; and General Mills, Inc., thru Tatham-Laird, Inc., sharing the other alternate week half-hours on the Wednesday evening show.....Starting April 11, CBS' Playhouse 90 will have a sponsorship lineup change, with Bristol-Myers Co taking the first hour, alternating with Marlboro Cigarettes in the first half-hour and American Gas Assn in the second half-hour. The third half-hour each week will be sustaining.

AGENCIES AND ACCOUNTS: Schick, Inc., appointed Benton & Bowles, Inc., effective July 1. Warwick & Legler, Inc., is the current agency.....Best Foods, Inc., has named Guild, Bascom & Bonfigli, Inc. for Nucoa margarine, effective April 17. Dancer-Fitzgerald-Sample, Inc., which continues with other Best Foods products, was the previous agency.....The Prudential Insurance Co. of America has appointed the new Reach, McClinton & Co (NY), effective May 15. Current agency is Calkins & Holden, Inc.

PEOPLE GOING PLACES: Reach, McClinton & Co. formed in New York by Charles Dallas Reach, chairman of the new agency, and Harold L. McClinton, president, until recently president of Calkins & Holden, Inc. Reach has been president of Reach, Yates & Mattoon, Inc., which has been dissolved to form the base for the new agency.....Martin Weldon has moved to WABC-TV(NY) to become producer-writer of the new John Cameron Swayze news show, debuting April 1.....Thomas F. Lufkin appointed service manager in the program dept of ABC in Hollywood, with Louis F. Sanman named production supervisor.....Ernest Pintoff and Robert Lawrence have formed Pintoff-Lawrence Productions, Inc., 129 West 52 St., New York, for the production of animated films.....Howard F. Magwood named v.p. in charge of TV production, Sound Masters, Inc., (NY).....Norman Foster named director of Walt Disney Productions' Zorro series, slated for ABC in the fall.





# ROSS REPORTS—TELEVISION INDEX

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## WEEKLY REPORT

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Wednesday (March 27)

NBC- 10:30pm-12:15am EST; SPECIAL - Motion Picture Academy Awards Presentations - LIVE from KRCA-TV(LA) & WRCA-TV(NY), no. of stations indefinite. § Sponsor- Oldsmobile Division, GMC, thru D. P. Brother & Co(Detroit); Acct Exec- Valentine Corradi; Comm Anncr- Bob LeMond. § Academy of Motion Picture Arts & Sciences with NBC-TV; Academy Staff: Prod & Dir(LA)- Valentine Davies; Asst to Prod- Joe Parker; Dir(NY)- Robert Emmett Dolan; NBC Staff(LA): Prod- William Kayden; Dir- William Bennington; Asst Dir- Ray Montgomery; NBC Staff(NY): Julian Bercovici; Dir- Max Miller; Asst Dir- Marcia Kuyper; Music Dir(LA)- Johnny Green; Asst Music Dir(LA)- Murray Gerson; Costumes(LA)- Edith Head; Writers- Arthur Phillips, Harry Crane, Herbert Baker; Hal Kanter. § Presentation of the 29th annual awards, the "Oscars," of the Academy of Motion Picture Arts & Sciences, from the Pentages Theatre in Hollywood, with cut-ins from the Century Theatre in New York. Jerry Lewis will be m.c. in Hollywood, with Celeste Holm as m.c. in New York. The program preempts the 11:15pm-12:15am portion of Tonight!

#### Saturday (March 30)

CBS- 2:30-4:30pm EST; SPECIAL - East-West College All-Star Basketball - LIVE from WCBS-TV(NY), to the net. § Sponsorship open. § Pkgr- CBS TV Sports(NY); Exec Prod & Dir- Judson Bailey. § Bud Palmer describes the play and Chris Schenkel handles the color for the 11th annual East-West basketball classic, with a team of outstanding seniors from eastern schools, coached by Frank McGuire of the U. of North Carolina, playing against a team of western seniors, coached by Doc Hayes of Southern Methodist University.

#### Sunday (March 31)

CBS- 7:30-8pm EST, Alt Sundays; DEBUT - The Marge & Gower Champion Show - LIVE (debut) or FILM from KNXT(LA), 159 stations live, 19 kine. § Sponsor- The American Tobacco Co (Hit Parade Cigarettes) thru Batten, Barton, Durstine & Osborn, Inc(NY); Acct Exec- Henry See. § Pkgr- J & M Productions(LA); Prod- Paul Harrison; Dir- Jack Sheldon; Music Dir- Dick Pribor; Writers- Joe Connelly, Bob Mosher. § Story-line situation comedy show with music and dancing, with Jack Whiting as Marge's father and Buddy Rich as Cozy. The program will alternate weekly with the Jack Benny Show, with several programs presented live and several on film before the summer. The Champions replace Private Secretary (last show March 17) in this time spot.

CBS- 8-9:30pm EST; SPECIAL - Cinderella - LIVE (COLOR) from WCBS-TV(NY), 204 stations live, 41 kine. § Co-Sponsors- (Continued on next page)

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THIS WEEK(Cont'd)

Sunday(March 31)

CBS- Cinderella (Continued from previous page): Pepsi-Cola Co thru Kenyon & Eckhardt, Inc(NY), producing agency for both sponsors, with commercials on film, and Shulton, Inc thru The Wesley Associates, Inc(NY). § Pkgr- CBS-TV(NY); Prod- Richard Lewine; Prod Coord- Paul Davies; Dir- Ralph Nelson; Music- Richard Rodgers; Book & Lyrics- Oscar Hammerstein II; Orchestration- Robert Russell Bennett; Music Dir- Alfredo Antonini; Art Dirs & Costumes- William and Jean Eckart; Sets- Gene Callahan; Choreog- Jonathan Lucas. § Musical adaptation of the "Cinderella" story, starring Julie Andrews in the title role, with Howard Lindsay, Dorothy Stickney, Edith Adams, Ilka Chase, Kaye Ballard, Alice Ghostley and Jon Cypher. The program preempts The Ed Sullivan Show, 8-9pm EST, and General Electric Theatre, 9-9:30pm, one time only.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- See It Now (Approx every 4th Sun, 5-6pm NYT) March 31, "Poland 1957," pictorial record of current life in Poland, compiled by CBS News Moscow correspondent Daniel Schorr and See It Now cameraman Leo Rossi.

OTHER NETWORK CHANGES & ADDITIONS

ABC- This Is Galen Drake (Sat, 7-7:30pm EST) Change of format, with Galen Drake now presenting fictional vs. factual facets of various professions. Bernie Leighton continues as musical director, with orch providing musical interludes. Singers Rita Ellis and Stuart Foster have been dropped in the change. Charles W. Christenberry, Jr., is now producer and director.

Air Time '57 (Thu, 10-10:30pm EST) Vaughn Monroe ended his role as m.c. on March 21 show, with nominal sponsor Air Force Reserve also ending up with the same program. Show will be sustaining, March 28 and April 4.

CBS- Racing From Gulf Stream Park; RETURN March 23; Sat, 4:30-5pm EST; remote from Miami, Fla., to the CBS net. § Sustaining. § Pkgr- CBS Sports(NY); Prod- Pete Molnar; Dir- Bob Quinlan. § Telecasts of the Gulf Stream Park Handicap (March 23), the Florida Derby (March 30) and other races during the season from Gulf Stream Park, Hallendale, Fla. Bryan Field describes the running of the races, with Jack Cummings (23) or Bob Lee (30) handling the color.

NBC- Tonight! (Mon thru Fri, 11:15pm-1am EST) Add Mort Lindsay as musical director, effective March 18, in New York.

Jonathan Winters Show (Tue, 7:30-7:45pm EST) Vick Chemical Co ends alternate week sponsorship, effective March 26. Lewis Howe Co (Tums) continues its sponsorship.

Sunday afternoon program schedule changes, effective March 31: 1:30-2pm, Frontiers of Faith (no change); 2-2:30pm, no network service (no change); 2:30-3pm, Watch Mr. Wizard (was 11:30am-12noon, Sat); 3-3:30pm, Youth Wants to Know, alternating with American Forum (was 2:30-3pm); 3:30-4pm, Zoo Parade (no change); 4-5:30pm, Wide Wide World alternating with Washington Square, 4-5pm, and Topper, 5-5:30pm (no changes); 5:30-6pm, Outlook (was 3-3:30pm). All times are EST.

Captain Gallant of the Foreign Legion; new day and time effective March 30, Saturdays, 11:30am-12noon EST. Program had been seen Sundays, 5:30-6pm EST (see previous listing above). Program now replaces Watch Mr. Wizard in the Sat time spot (see previous listing above and page 19).





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Most of the shows on March 22,23,24, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, March 29. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY MARCH 22  
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<u>West Point</u>	CBS 8pm	<u>Operation Survival</u> ; (O) Malvin Wald, Jack Jacobs; with Jan Merlin, Rod McKuen, Clark Howat, Ruth Lee, James Douglas, Mimi Gibson, Pat Morrow, Linda Lowell, Peter Brown, Vance Skars- tedt, Gary Laurence; Dir - John English
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SATURDAY MARCH 23
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PERRY COMO SHOW      NBC 8pm      KILL: Lana Turner; ADD: Ed Wynn, Benny Goodman Trio, Anna Maria Alferghetti. Andy Williams. Robert Strom.

GEORGE GOBEL SHOW NBC 10pm Jeff Donnell(A).

SUNDAY MARCH 24  
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LAMP UNTO MY FEET CBS 10am
(Dr. Lyman Bryson) The Back Of His Head; (0) Stephen Gethers; with David White,
Mary Welch, Robert Pastene, Warren Beaty, Kippy Campbell, Joe
Silver; Dir - James MacAllen

LOOK UP & LIVE CBS 10:30am Vinchanie(The Wedding); (0) Elliott Baker; with William Shatner, Anne Edwards, Vincent Gardinia, Roger DeKoven, Gregory Martin, Ruth Yorke, Michael Kane; Dir - Marvin Silbersher.

CAMERA THREE CBS 11:30am The Brownstone Age; (O) Jack McGiffert; with Barbara Lord, James Congden, Joan Harvey, Mike McGalloney, Nina Wilcox, Ann Meecham, Muriel Bergson, Dick Davidos, Sally Moffett; Dir - Clay Yurdin.

FRONTIERS OF FAITH NBC 1:30pm The John Knox Story; (0) Helen Kromer; with Charles Webster, Richard Casey, Gene Gross, Robert Dietz, Leon Janney, Henderson Forsythe, Dennis Patrick; Dir - Martin Hoade.

ODYSSEY CBS 4pm Farrebique; (O) Arthur Knight; FILM: Concerning French farm family's hopes & hardships.

RAY BOLGERS' NBC 4pm DELETE: Stubby Kaye, Jim Backus.

Telephone Time CBS 6pm Escape; (0) Norman Lessing; with Osa Massen, Hugo Hass.
(John Nesbitt)

77th Bengal Lancers NBC 7pm KILL: Ten Thousand Rupees; ADD: The Glass Necklace.

ED SULLIVAN SHOW CBS 8pm ADD: Davis & Reese(C), Billy Fellows(impress), Miss Mara(aerial).

STEVE ALLEN SHOW NBC 8pm ADD: (Coming from West Coast); Lou Costello.

OMNIBUS ABC 9pm
(Alistair Cooke)

The Trial of Lizzie Borden; (O) Joseph Hurley; with Katharine Bard, Robert Preston, Richard Kiley, Margaret Hamilton, Ann Dere, Louis Van Rooten, Russell Collins, Charles Aidman, Katharine Ross, Constance Wilson, Dortha Duckworth; Dir - Richard Dunlap; Ballet: Fall River Legend; (O) Agnes De Mille; with Nora Kaye, Ruth Ann Koesun, Lucia Chase, Dimitri Romanoff, Diana Adams, John Kriza; Music by Morton Gould; Dir - Charles Dubin.

THE HISTORY OF THE UNITED STATES

The history of the United States is a story of growth and change. From the first settlers to the present day, the nation has evolved through various stages of development. The early years were marked by exploration and settlement, followed by a period of rapid expansion and industrialization. The American Revolution and the Civil War were pivotal moments in the nation's history, shaping its identity and values.

The United States has a rich and diverse cultural heritage. The contributions of different ethnic groups and immigrants have shaped the nation's character and values. The American dream, the pursuit of happiness, and the principles of liberty and justice are central to the nation's identity.

THE AMERICAN REVOLUTION

The American Revolution was a period of significant change and growth. It was a time when the colonies fought for independence from British rule. The revolution was a struggle for self-determination and the establishment of a new government. The Declaration of Independence was a landmark document that declared the colonies' right to be free states.

THE CIVIL WAR

The Civil War was a period of conflict and division. It was a war fought between the Union and the Confederacy over the issue of slavery. The war was a turning point in the nation's history, leading to the abolition of slavery and the preservation of the Union. The Emancipation Proclamation was a key document in the war, declaring that all slaves were free.

The Civil War was a period of significant change and growth. It was a time when the nation was united in a common cause. The war was a struggle for freedom and equality. The Union emerged victorious, and the nation was reunited. The Civil War was a defining moment in the nation's history, shaping its identity and values.

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MONDAY MARCH 25
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|--------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wire Service</u><br>(Dane Clark)                    | ABC 7:30pm | <u>A Matter Of Conscience</u> ; (O) Stephen Thornley; with Mr. Clark, Oliver McGowan, Alberto Morin, Stuart Randall; Dir - H. Schuster.                                                                                  |
| VOICE OF FIRESTONE                                     | ABC 8:30pm | Barbara Gibson.                                                                                                                                                                                                          |
| <u>Talent Scouts</u>                                   | CBS 8:30pm | (Video-Tape); Gloria Weston(S), Jimmy Demopoulos(S), The Gondoliers(S-M).                                                                                                                                                |
| <u>Tales Of Wells</u><br><u>Fargo</u> (Dale Robertson) | NBC 8:30pm | <u>The Hasty Gun</u> ; (O) Dwight Newton; with Mr. Robertson, Leo Gordon, John Merrick, Rusty Lane; Dir - Leslie Martinson.                                                                                              |
| <u>I Love Lucy</u>                                     | CBS 9pm    | with regulars & Louis Nicoletti, Joseph Kearns, Jody Warner, Doris Packer, Gladys Hurlbut, John Eldredge, Paul Powers; (SW&SD).                                                                                          |
| TOP TUNES &<br>NEW TALENT(Lawrence Welk)               | ABC 9:30pm | Roby Ann Story(M), Ralph Sanford(S), The Schmitt Bros.(S), Peter Fountain(M).                                                                                                                                            |
| ROBERT MONTGOMERY<br>PRESENTS                          | NBC 9:30pm | <u>One Minute To Ditch</u> ; (O) Cornelius Ryan; (A) James Benjamin; with Charles Cooper, Frank Maxwell, Gale Page, Don Briggs, Reedy Talton, Paul Maxursky, Marc May, Elva Meehan, Aneta Corsaut; Dir - Perry Lafferty. |
| STUDIO ONE                                             | CBS 10pm   | <u>A Member Of The Family</u> ; (O) Horton Foote; with Hume Cronyn, Paul Tripp, James Broderick, Frances Reid, Estelle Ritchie, Francesca Bruning, Roland Wood; Dir - Robert Mulligan.                                   |

TUESDAY MARCH 26  
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<u>Cheyenne</u> (Clint Walker)	ABC 7:30pm	<u>Born Bad</u> ; (O) Harry Sinclair Drago; (A) Wells Root; with Mr. Walker, Wright King, Jil Jarmyn, Robert F. Simon, Nestor Paiva, Lane Bradford, Tom Moore; Dir - Richard L. Bare.
JONATHAN WINTERS SHOW	NBC 7:30pm	Andy Williams(S).
<u>Phil Silvers Show</u>	CBS 8pm	<u>Bilko Goes South</u> ; with regulars & Tina Louise, Nelson Olmsted, John Boroff, Charles Purcell, John Griggs, Jay Barney, Bob Lieb, Rob Lehrman, John Graham, Ann Buckles, Mara McAfee; (SW&SD).
<u>Panic!</u>	NBC 8:30pm	<u>The Subway</u> ; with Eduard Franz, John Doucette, Barbara Billingsley, Frank Richards, Anthony Warde; (SW&SD).
<u>Broken Arrow</u>	ABC 9pm	with regulars & Richard Shannon, Hugh Sanders, Dick Rich, Charles Courtney; (SW&SD).
<u>Jane Wyman Show</u>	NBC 9pm	Re-run: <u>The House On Elm Street</u> .
<u>DuPont Theatre</u>	ABC 9:30pm	<u>The Widow Was Willing</u> ; (O) Merle Costiner; (A) Dane Lussier; with Robert Sterling, Anne Jeffreys, Jean Innes, Paul Keast, Dee Carroll.
RED SKELTON SHOW	CBS 9:30pm	Chester Morris(A), Veda Ann Borg(A), Robert Armstrong(A).
KAISER ALUMINUM HOUR	NBC 9:30pm	<u>Hollywood Award Winner</u> ; (O) Richard Berg; with Ralph Bellamy, Lee Phillips, Jacqueline Scott, Alexander Scourby, Heywood Hale Broun, James Bender, William Dwyer, Stanja Lowe, Doreen McClean; Dir - Paul Bogart.
IT'S POLKA TIME	ABC 10pm	The Norwegian Folk Dancers of Stoughton, Wis.

WEDNESDAY MARCH 27
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|--------------------------------------------|------------|--------------------------------------------------------------------------------------------|
| VIC DAMONE SHOW                            | CBS 8pm    | Doretta Morrow(S), Roger Williams(M), Bob Keeshan(Capt. Kangaroo), Arnold Stang(C).        |
| <u>Navy Log</u>                            | ABC 8:30pm | <u>USS Enrico Tazzoli</u> ; with Paul Richards, Edward Kemmer, Bing Russell, Peter Walker. |
| <u>Father Knows Best</u><br>(Robert Young) | NBC 8:30pm | <u>Bud, The Hero</u> ; with regulars & Nancy Marshall, Robert Lynn, Janet Parker; (SW&SD). |

TALENT SHOWSHEET(more)





WEDNESDAY MARCH 27(Cont'd)  
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<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Rose Russell</u> ; (O) Jerry Adelman; with Jane Nigh, Carl Betz, Robert Foulk, Robert Cabal; (SD).
KRAFT THEATRE	NBC 9:30pm	<u>Sheriff's Man</u> ; (O) Bob Van Scoyk; with Paul Hartman, Mark Richman, Judith Braun, Fred Gwynne, Nancy Marchand, Laureen Tindall; Dir - Marc Daniels.
<u>Ford Theatre</u>	ABC 9:30pm	<u>House Of Glass</u> ; (O) DeWitt Bodeen; with Joan Caulfield, Lyle Bettger, Marie Windsor, Judson Pratt, George Selk; Dir - James Neilson.
US STEEL HOUR	CBS 10pm	<u>Hidden Fury</u> ; (O) George Bellak; with James Gregory, Donald Madden, Peggy Fury, Frank Campanella, Russell Hardie, Alice Frost, Mae Monroe; Dir - Elliott Silverstein.
OSCAR AWARDS	NBC 10:30pm	(Coming from New York & Hollywood) (O) Arthur Phillips, Harry Crane, Herbert Baker, Hal Kantor; MC - Jerry Lewis; Participants: The Four Aces, Gogi Grant, Dorothy Dandridge, Bing Crosby, Tommy Sands; Dir - William Bennington.

THURSDAY MARCH 28
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|                                      |            |                                                                                                                                                                                                                               |
|--------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CIRCUS TIME                          | ABC 8pm    | <u>Mata &amp; Hari</u> (satire).                                                                                                                                                                                              |
| CLIMAX!<br>(Bill Lundigan)           | CBS 8:30pm | <u>Strange Sanctuary</u> ; (O)Ellis Kadison; with Michael Rennie, Cesar Romero, Rita Moreno, Osa Massen, Noah Beery, Jr.; Dir - Buzz Kulik.                                                                                   |
| PLAYHOUSE 90                         | CBS 9:30pm | <u>Charley's Aunt</u> ; (O) Brandon Thomas; (A) Leslie Stevens; with Art Carney, Orson Bean, Melville Cooper, Sue Randall, Tom Tryon, Venetia Stevenson, Jackie Coogan, Jeannette MacDonald, Gene Raymond; Dir - Arthur Penn. |
| THE FORD SHOW                        | NBC 9:30pm | Jo Stafford .                                                                                                                                                                                                                 |
| LUX VIDEO THEATRE<br>(Gordon MacRae) | NBC 10pm   | <u>Black Angel</u> ; (O) Cornell Woolrich; (A) Stanley Silverman; with John Ireland, Anne Bancroft; Dir - Norman Morgan.                                                                                                      |

FRIDAY MARCH 29  
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<u>Adventures Of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>The Silent Witness</u> ; (SW) Jennings Cobb; with regulars & Stanley Andrews, Harry Strang, Roy Erwin; (SD) Lew Landers.
<u>West Point</u>	CBS 8pm	<u>Dangerous Area</u> ; with Bob Beneveds, Clark Howat, Joby Baker, Joey Forman, Gail Land, Larry Thor, Michael Emmett, Gary Vinson, Daria Ramsey, Howard Ledig, Eddie Coch, Art Stewart; Dir- John English.
<u>Crossroads</u>	ABC 8:30pm	<u>Paratroop Padre</u> ; (O) Tom Reed; with Donald Woods, Richard Jaeckel, Charles McGraw, Adam Kennedy, Carl Ward, Lester Hoyle; Dir - Jus Addiss.
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Lariat</u> ; with Jack Palance, Addison Richards, Constance Ford.
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>The Restless Gun</u> ; (O) Les Crutchfield; (A) N.B. Stone; with John Payne, William Hopper, Andy Duggan, Joyce Smight, Michael Landon, Robert Crosson, Ray Walker, James Nolan; Dir - Robert Florey.
BIG STORY (Ben Grauer)	NBC 9:30pm	<u>Charles Wigle, Reporter</u> ; <u>Denver(Colorado) Post</u> ; (A) Douglas Taylor; with Charles Aidman, Dennis Kohler, Adrienne Mardin, Bert Brinkerhoff, Phyllis Newman, Dana Elkan, Carl Lowe, Sam Gray.
RAY ANTHONY SHOW	ABC 10pm	Johnny Desmond.

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY MARCH 25 - MARCH 29
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|                                    |         |                                                                                                    |
|------------------------------------|---------|----------------------------------------------------------------------------------------------------|
| GOOD MORNING<br>(Will Rogers, Jr.) | CBS 7am | 3/25 - Frank Fontaine(C); 3/27 - Eileen Barton; 3/28 - Gypsy Rose Lee; 3/29 - The Duke Of Iron(S). |
|------------------------------------|---------|----------------------------------------------------------------------------------------------------|

# THE HISTORY OF THE

|                                                                                                                                        |      |      |
|----------------------------------------------------------------------------------------------------------------------------------------|------|------|
| 1. The first part of the history is the most interesting and the most important. It is the history of the first part of the history.   | 1790 | 1790 |
| 2. The second part of the history is the most interesting and the most important. It is the history of the second part of the history. | 1791 | 1791 |
| 3. The third part of the history is the most interesting and the most important. It is the history of the third part of the history.   | 1792 | 1792 |
| 4. The fourth part of the history is the most interesting and the most important. It is the history of the fourth part of the history. | 1793 | 1793 |
| 5. The fifth part of the history is the most interesting and the most important. It is the history of the fifth part of the history.   | 1794 | 1794 |

## THE HISTORY OF THE

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| 1. The first part of the history is the most interesting and the most important. It is the history of the first part of the history.   | 1795 | 1795 |
| 2. The second part of the history is the most interesting and the most important. It is the history of the second part of the history. | 1796 | 1796 |
| 3. The third part of the history is the most interesting and the most important. It is the history of the third part of the history.   | 1797 | 1797 |
| 4. The fourth part of the history is the most interesting and the most important. It is the history of the fourth part of the history. | 1798 | 1798 |
| 5. The fifth part of the history is the most interesting and the most important. It is the history of the fifth part of the history.   | 1799 | 1799 |

## THE HISTORY OF THE

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| 1. The first part of the history is the most interesting and the most important. It is the history of the first part of the history.     | 1800 | 1800 |
| 2. The second part of the history is the most interesting and the most important. It is the history of the second part of the history.   | 1801 | 1801 |
| 3. The third part of the history is the most interesting and the most important. It is the history of the third part of the history.     | 1802 | 1802 |
| 4. The fourth part of the history is the most interesting and the most important. It is the history of the fourth part of the history.   | 1803 | 1803 |
| 5. The fifth part of the history is the most interesting and the most important. It is the history of the fifth part of the history.     | 1804 | 1804 |
| 6. The sixth part of the history is the most interesting and the most important. It is the history of the sixth part of the history.     | 1805 | 1805 |
| 7. The seventh part of the history is the most interesting and the most important. It is the history of the seventh part of the history. | 1806 | 1806 |
| 8. The eighth part of the history is the most interesting and the most important. It is the history of the eighth part of the history.   | 1807 | 1807 |
| 9. The ninth part of the history is the most interesting and the most important. It is the history of the ninth part of the history.     | 1808 | 1808 |
| 10. The tenth part of the history is the most interesting and the most important. It is the history of the tenth part of the history.    | 1809 | 1809 |

THE HISTORY OF THE

|                                                                                                                                      |      |      |
|--------------------------------------------------------------------------------------------------------------------------------------|------|------|
| 1. The first part of the history is the most interesting and the most important. It is the history of the first part of the history. | 1810 | 1810 |
|--------------------------------------------------------------------------------------------------------------------------------------|------|------|



MULTIPE & ACROSS-THE-BOARD SHOWS(Cont'd)  
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GARRY MOORE SHOW	CBS 10am	3/27 - Bob Lewis(C); 3/29 - Martha Davis & Spouse(M), The Amazing Mr. Ballantine(C).
CLUB 60	NBC 1:30pm	3/25 - Professor Backwards(C); 3/26 - Joanne Miller(S); 3/27 - Jo Mapes(S); 3/28 - Estelle Sloane(D), Milbourne Christopher(magic); 3/29 - Morey Amsterdam(C).
NBC MATINEE THEATRE	NBC 3pm	3/25 - <u>The Ways Of Courage</u> ; (O) Will Lorin; 3/26 - <u>Journey Into Darkness</u> ; (O) Selwyn James; (A) Theodore Apstein; 3/27- <u>Barricade On The Big Black</u> ; (O) Terrence Kilpatrick; (A) Anthony Spinner; 3/28 - <u>The Vicarious Years</u> ; (O) John Van Druten; (A) Peggy Lamson; 3/29 - <u>The First Year</u> ; (O) Frank Craven.
MODERN ROMANCES	NBC 4:45pm	<u>The Real Thing</u> ; (O) William Barrett; with Geraldine Brooks, Shirley Grayson, Lawrence Weber, Tom Gorman.
TONIGHT! (Jack Lescoulie)	NBC 11:15pm	3/25 - Xavier Cugat & Abke Lane; 3/27 - Geoffrey Holder(S).

SATURDAY MARCH 30
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|                              |          |                                                                                                                                              |
|------------------------------|----------|----------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris) | NBC 12N  | <u>The Return</u> ; (O) Earl Hamner; with Lori March, Lenka Peterson, Jan Miner, Richard Carlyle.                                            |
| JACKIE GLEASON SHOW          | CBS 8pm  | Hugh O'Brian(A), Emmett Kelly(clown), Felix Adler(clown), Happy Kellems(clown), June Taylor Dancers, Unus(balan), The Three Milos(unicycle). |
| PERRY COMO SHOW              | NBC 8pm  | Julius LaRosa(S), Rowen & Martin(C).                                                                                                         |
| OZARK JUBILEE                | ABC 10pm | Brenda Lee(S), Bob Wills(M).                                                                                                                 |
| GEORGE GOBEL SHOW            | NBC 10pm | Mary McCarty(C).                                                                                                                             |

SUNDAY MARCH 31  
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LAMP UNTO MY FEET	CBS 10am	<u>Faust</u> ; (O)Goethe; with John Aronson, Gordon Keyes, Wayne Tippit(D); Dir - James MacAllen.
ODYSSEY	CBS 4pm	<u>Pickett's Charge</u> : FILM: (O) John McDermott; Concerning the Battle of Gettysburg.
MARGE & GOWER CHAMPION SHOW	CBS 7:30pm	PREMIERE: with Jack Whiting, Jack Penny; (O) Joe Connelly, Bob Mosher; Dir - Jack Sheldon.
SUNDAY SPECTACULAR	CBS 8pm	<u>Cinderella</u> ; (O) Richard Rogers & Oscar Hammerstein; with Julie Andrews, Jon Cypher, Edith Adams, Howard Lindsay, Dorothy Stickney, Ilka Chase, Kaye Ballard, Alice Ghostley; Dir - Ralph Nelson; Costumes & Sets - William & Jean Eckart; Choreo - Jonathan Lucas; Conductor - Alfredo Antonini.
STEVE ALLEN SHOW	NBC 8pm	Tennessee Ernie Ford, Peggy Lee, The Collins Kids(S-M); Coming from the West Coast.
ALCOA HOUR	NBC 9pm	<u>The Big Build-Up</u> ; (O) Roger Hirson; with E.G. Marshall, Jason Robards, Jr., Robert Simon, George Peppard, Diane Gentner; Dir - Paul Stanley.
<u>Alfred Hitchcock Presnets</u>	NBC 9:30pm	<u>I Killed The Count</u> ; (O) Alec Coppel; (A) Francis Cockrell; Part 3 - with John Williams, Charles Davis, John Hoyt, Alan Napier, Charles Cooper, Froy Kendrick, A.E. Gould-Porter, Pat Hitchcock; Dir - Robert Stevens.
<u>Loretta Young Show</u>	NBC 10pm	<u>The Room Next Door</u> ; (O) Lucy Goodrich & Richard Morris; (A) Richard Morris; with Miss Young, Richard Garland, Jesslyn Fax; Dir - Richard Morris.

ROSS REPORTS — TELEVISION INDEX

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VOLUME 9 NUMBER 13 A

EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

The TV programming "turmoil," the usual seasonal ulcer period (with those final option times coming up), is compounded by a succession of deliberate sounding-board leaks, trade rumors started by the opposition, and nervous agency and network people who frown at the wrong time. Witness, two examples: 1) The Big Surprise; supposedly cancelled by the sponsors; no, it's been renewed by one, but not by the other; no, both sponsors have now cancelled the show. 2) The Joseph Cotten Show - On Trial; it's been cancelled; no, it has not, since option renewal time is May 1 and improved ratings give renewed optimism. (In the case of the latter, the change in title to get Joseph Cotten's name into the newspaper logs materially increased the viewing audience. Proof is that although he had originally been set to star as an actor in only ten of the films which have been completed, he will now star in three more films being prepared for this season's series. Cotten is host and narrator for all films.)

.....The other side of the coin in considering program upheavals in getting set for fall schedules is that some packagers and producers have miscalculated in leaking info on new sales to trade publications, since not all tentative agreements become production contracts and a smile in Hollywood can be a frown in New York. There are more high class pilots involving major names with standard cliché story lines being proposed today than this time a year ago. Although some of the big, expensive packages being proposed by the nets seem to be grabbed up as soon as they are offered there are also plenty of "medium" bankrollers whose agencies are still shopping for low-priced quality packages -- \$30,000-35,000 half-hour films series instead of the \$40,000-50,000 beauties that will never get off the ground. While it's pretty tough to have quality in the low price range these days, if you start with your budget at the low level you have room for an acceptable increase, whereas the high level stuff gets out of sight, with the agency and the sponsor screaming bloody murder.

NTA's newly announced George Jessel's Music Hall, a 39-film half-hour series to be produced by Jessel, will get much of its material from NTA's extensive library of short subjects. Jessel will recall the golden days of show business and then present films of famous variety and musical acts doing their turns. These will be films that are currently in NTA's library as part of its "Jest for Laughs", "Show Business," and "Change of Pace" packages, among others. The films are mainly eight to ten minutes long as currently offered.....ABC has detoured its Rock 'n' Roll Revue with Alan Freed, originally scheduled for an April 12 airing, and instead will present it on Saturday, May 4, 7:30-8pm EDT, as a one-timer.....ABC will present a three-week live music series on Sunday evenings to take up part of the slack after Omnibus departs on March 31 and the new Mike Wallace series debuts on April 28. The Sunday, 10-10:30pm spot will have Milton Cross as host of All About Music, with calypso on April 7, country music on April 14 and jazz on April 21. Ed Nugent will produce, with Bernard Dougall as writer and Jack Sameth directing.

An adult Western, according to one producer, is a film series that can be sold in prime evening time for its network showings, but still has enough blood and thunder for the kids when it goes into syndication.....The new Studio One system of using two different production units to bring in its live productions (Herbert Brodtkin and Gordon Duff) has now spread to Climax!, with Ralph Nelson named to alternate as producer with incumbent Edgar Petersen. Each producer will handle a group of seven consecutive properties. Peterson has currently scheduled properties thru June 27 and no date has been announced for Nelson's first productions, although his new post starts officially on April 1.....Despite the inroads of film series, live drama programs continue to make the majority of notices in critical columns. Trade reviewers and highlight listings do full justice to the half-hour and hour films, but when it comes to the extended critical reviews, live programs win the nod. The intense, "theatrical" feeling engendered in live performances attracts the critics. The reviews have a delayed action with far-reaching influence beyond mere sponsor notice. Does any one believe that some of the winners of "Emmy" and other awards ever would have been considered if it weren't for the rave critical notices some of them received in newspapers the day after performances? Of course, awards may not keep programs on the air, but they certainly raise talent fees.

Westinghouse Broadcasting Co. is moving Rod MacLeish out his Boston station news post to Washington, to head the new WBC Washington news bureau. MacLeish will act as national correspondent for WBC radio and television stations (WBZ-TV, Boston; KDKA-TV, Pittsburgh; KYW-TV, Cleveland, and KPIX, San Francisco). The new bureau starts operations April 1.....NBC's Project 20 has two new one-hour film archive projects in the works for next fall viewing, both emphasizing America's recent past. One will be "The Innocent Years" (1900-1914) and the other, "Back in the Thirties" (1929-1939). Henry Salomon, head of Project 20, will produce both and will write the scripts in association with Richard Hanser. Robert Russell Bennett will compose orchestral scores based on popular songs of the times, and Alexander Scourby will be the narrator.

AGENCIES AND ACCOUNTS: Procter & Gamble Co named Grey Advertising Agency, Inc (NY) to handle its Pin-It home permanent, formerly handled by Benton & Bowles, Inc. Both agencies handle several P & G products.

PEOPLE GOING PLACES: Al Hollander appointed program director of WABC-TV(NY), succeeding George Rice who has transferred to KGO-TV(San Fran) another ABC-owned station. Hollander has been mgr of radio-TV with Edward Kletter Associates, Inc(NY)...Robert Adams joined ABC-TV as exec producer for the Hollywood program dept, responsible for the development of new live and film properties.....NBC-TV program dept made the following promotions and appointments for its nighttime programs: John N. Calley, former general program executive, named manager, program services. Alvin Cooperman, Perry Cross and Joseph Cunneff named directors for TV net nighttime programs, each responsible for program administration for specific nights of the week; Cooperman for Wednesday, Thursday and Friday; Cross for Saturday and Sunday, and Cunneff for Monday and Tuesday. Each was formerly a program supervisor. In daytime programming, the following appointments were made: Carl Lindemann, Jr., named director, daytime programs for the TV net. William V. Sargent appointed director, Today-Home-Tonight programs. General programming appointments include: William Hammerstein, formerly a producer, named director, program submissions. Ross Donaldson, formerly manager of writing services, named manager of program submissions. David W. Tebet, formerly a general program executive, named manager, special programs.

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Tuesday (April 2)

CBS- 8:30-9pm EST; RETURN - Private Secretary - FIIM from WCBS-TV(NY) & KNXT(LA), approx 72 stations net, 15 delayed. § Alternate Week Sponsors- 1) Lever Brothers Co (Dove Toilet Bar) thru Ogilvy, Benson & Mather, Inc(NY); Acct Execs- James Heekin, Norman Peterzell. 2) W. A. Sheaffer Pen Co thru Russel M. Seeds Co., Inc(Chi); Acct Exec- Don Reed. § Pkgr- Television Programs of America(NY); Film Prod- Jack Chertok Productions, Inc., Los Angeles, Calif.; Prod- Jack Chertok; Dirs- Oscar Rudolph, Chris Nyby, Rod Amateau; Writers- Various; Music Dir- Mahlon Merrick; Art Dir- Howard Campbell. § Situation comedy series starring Ann Sothern as Susie MacNamara, private secretary for talent agent Peter Sands, played by Don Porter. Ann Tyrell is featured each week as Vi Praskins, office receptionist. The series debuted over CBS on Feb 1, 1953, and was seen Sunday evenings, alternating with the Jack Benny Show, thru March 17, 1957. In its new spot the program replaces The Brothers (last show March 26).

CBS- 10:30-11pm EST; DEBUT - The Spike Jones Show - LIVE from KNXT(LA), approx 84 stations live, 43 kine. § Sponsor- Liggett & Myers Tobacco Co (L&M Filtered Cigarettes) thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Clifford Fitzgerald. § Pkgr- CBS-TV(LA); Prods- Tom Waldman, Dik Darley; Dir- Dik Darley; Writer- Tom Waldman; Music Dir- Spike Jones; Anncr- Jack Narz. § Musical variety program starring bandleader-comedian Spike Jones and his wife, singer Helen Grayco, backed by the Jones orchestra; with featured musical and comedy groups from the orchestra personnel; with guest stars. The program replaces Do You Trust Your Wife (last show March 26) in the time spot for the sponsor.

Saturday (April 6)

CBS- 2:25-approx 4:30pm EST; RETURN - Baseball Game of the Week - LIVE from various cities each week (premiere from Houston), no. of stations indefinite. § Co-Sponsors- Falstaff Brewing Corp thru Dancer-Fitzgerald-Sample, Inc(NY); Acct Exec- Edmund Burke; TV Acct Rep- Jim Neville. 2) Philip Morris, Inc(Marlboro Cigarettes) thru Leo Burnett Co., Inc(Chi); Acct Exec- Dick Halpin. 3) American Safety Razor Corp (Gem Razors, Blades) thru McCann-Erickson, Inc(NY); Acct Exec- Bob David; TV Acct Rep- Hal Graham. § Pkgr- Dancer-Fitzgerald-Sample, Inc., for Falstaff Brewing Corp., with CBS-TV(NY); Prods- Gene Kirby (D-F-S), Hugh Beach(CBS); Dir- Byron Paul(CBS). § Telecasts of major league baseball games for 26 weeks, beginning with a pre-season exhibition game. Games are not seen in major league cities. Dizzy Dean again handles the play-by-play description, with Buddy Blattner assisting. This will be the third season for the baseball games over CBS-TV. They debuted originally over ABC-TV in 1953.

THIS WEEK(Cont'd)

Saturday(April 6)

NBC- 2:30-approx 4:30pm EST; DEBUT - Major League Baseball - LIVE from various cities each week(premiere from Dallas), no. of stations indefinite. § Sponsor- (one-quarter, other periods open) R. J. Reynolds Tobacco Co (Camel Cigarettes) thru William Esty Co., Inc(NY); Acct Exec- James Houlihan. § Pkgr- NBC-TV(NY); Prod- Perry Smith; Dir- Harry Coyle. § Telecasts of major league baseball games for 26 weeks during the season, beginning with a pre-season exhibition game. The games will not be telecast in areas of major league cities. Lindsey Nelson and Jim Woods will share announcing the play-by-play, with Leo Durocher handling special commentary. The baseball telecasts replace the National Basketball Association pro game telecasts (last show March 30).

Sunday(April 7)

ABC- 7:30-9pm EST; DEBUT - Hollywood Film Theatre - FILM from WABC-TV(NY), to the net. § Sustaining (open for segment sponsors only; no participation). § Pkgr & Prod- ABC-TV(NY). § Twenty-six week program series, featuring movies purchased from RKO. The program replaces Ted Mack and the Original Amateur Hour, 7:30-8:30pm EST, which moves to 9-10pm EST, effective this date, and Open Hearing, 8:30-9pm EST (last show March 31). The Amateur Hour moves into the time spot vacated by Omnibus, 9-10:30pm EST (last show March 31). See next listing.

ABC- 10-10:30pm EST; DEBUT - All About Music - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV(NY); Prod- Ed Nugent; Dir- Jack Sameth; Writer- Bernard Dougall. § Special three-week music series, spotlighting calypso, country music and jazz. Milton Cross is the host for the three programs. The program replaces the third half-hour of Omnibus (see above).

CTPN- 9-11am PST; SPECIAL - Mormon Church Conference - LIVE from Salt Lake City, remote, to the Columbia TV Pacific Network. § Sustaining, public service. § Telecast of the semi-annual Conference of the Church of Jesus Christ of Latter-Day Saints in the Mormon Tabernacle in Salt Lake City.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm EST) April 1; "The Great Sebastians," starring Alfred Lunt and Lynn Fontanne, with Akim Tamiroff (See page B for other cast credits); Exec Prod- Mort Abrahams; Dir- Franklin Schaffner; Assoc Prod- Leo Davis; Sets- Trew Hocker; Music Dir- George Bassman; Costumes for Lunt & Fontanne- Main Bocher; Other Costumes, Scenic Design- Raymond Sovey; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

CBS- The Master's Golf Tournament; SPECIAL April 5, Fri, 5-5:30pm EST; April 6, Sat, 5-6pm EST; April 7, Sun, 5-6pm EST; LIVE from WRDW-TV(Augusta, Ga.), to the net. § Sustaining. § Pkgr- CBS-TV Sports Dept(NY); Prod & Dir- Judson Bailey. § Special pickups of the 4-day special golf tournament at the Augusta National Golf Club, with Bud Palmer and Jim McKay describing the action.

Sunday afternoon program schedule changes, effective April 7: 3:30-4pm, The Last Word (was 2:30-3pm); 4-4:30pm, Face the Nation (was 3-3:30pm); 4:30-5pm, World News Roundup, (was 3:30-4pm). Odyssey, currently 4-5pm, will be seen 5-6pm, starting April 14, with the April 7 program preempted by the Master's Golf Tournament. Mama, 5-5:30pm EST, and The Boing-Boing Show, 5:30-6pm EST, went off after their March 24 broadcasts.

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TALENT SHOWSHEET MARCH 29 - APRIL 7
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Most of the shows on March 29,30,31, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 5. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

THURSDAY MARCH 28  
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PLAYHOUSE 90	CBS 9:30pm	ADD: <u>Charley's Aunt</u> ; Ralph Brewster Singers, (Ralph Brewster, Bob Stevens, Gene Lanham, Chuck Schrouder, Clark Yokum, Bill Thompson, Vince Degen, Lee Gotch).
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FRIDAY MARCH 29
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|                                        |          |                                                |
|----------------------------------------|----------|------------------------------------------------|
| <u>The Lineup</u><br>(Warner Anderson) | CBS 10pm | <u>The Question Mark Case</u> ; with regulars. |
|----------------------------------------|----------|------------------------------------------------|

SATURDAY MARCH 30  
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PERRY COMO SHOW	NBC 8pm	ADD: Hedy Lamarr(A).
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SUNDAY MARCH 31
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|                                         |             |                                                                                                                                                                                                                 |
|-----------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET<br>(Dr. Lyman Bryson) | CBS 10am    | CORRECT: Wayne Tippit(A), not (D).                                                                                                                                                                              |
| LOOK UP & LIVE                          | CBS 10:30am | <u>The Suffering Servant</u> ; (O) George Kirgo; with Michael Kane, Norman Rose; Dir - Marvin Silbersher.                                                                                                       |
| CAMERA THREE                            | CBS 11:30am | <u>A Philosophy For April</u> ; (O) Jack McGiffert; (Based on the poetry of E.E. Cummings); with Eleanor Ayre, James Broderick, Ralph Bunker, Tom Posten, Bill Schatner, Frances Sternhagen; Dir - Clay Yurdin. |
| <u>Telephone Time</u><br>(John Nesbitt) | CBS 6pm     | <u>Castle Dangerous</u> ; (O) David Evans; with Susan Luckey; Dir - Erle C. Kenton.                                                                                                                             |
| MARGE & GOWER<br>CHAMPION SHOW          | CBS 7:30pm  | ADD: Dan Dailey(D-A), Buddy Rich(M), Peg La Centra.                                                                                                                                                             |
| <u>Circus Boy</u>                       | NBC 7:30pm  | <u>The Lady &amp; The Circus</u> ; with regulars & Frances Robinson, Paul Keast, Jack W. Harris, Thomas B. Henry; (SW&SD).                                                                                      |
| SUNDAY SPECTACULAR                      | CBS 8pm     | <u>Cinderella</u> ; ADD: Robert Penn, Alec Clarke, Iggye Wolfington, George Hall, David F. Perkins, Eleanor Phelps, Kathy Kelly.                                                                                |
| OMNIBUS<br>(Alistair Cooke)             | ABC 9pm     | The Music of Johann Sebastian Bach; with Leonard Bernstein, The St. Thomas Choir Boys, Gloria Lane(S), Saramae Endich(S), Kenneth Smith(S), Russell Oberlin(S); Dir - Charles Dubin.                            |
| ALCOA HOUR                              | NBC 9pm     | LAST SHOW<br><u>The Big Build-Up</u> ; ADD: Mickey & Sylvia(M).                                                                                                                                                 |

MONDAY APRIL 1  
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<u>Wire Service</u> (George Brent)	ABC 7:30pm	<u>Misfire</u> ; (O) Daniel Mainwaring; (A) Wilton Schiller, Daniel Mainwaring; with Mr. Brent, Roy Roberts, Don Kelly, Rebecca Welles, James Anderson; Dir - Tom Gries.
<u>Sheriff Of Cochise</u> (John Bromfield)	WABD 7:30pm	with Whit Bissell, Peter Brocco; (SW&SD).
<u>Adventures of Robin Hood</u> (Richard Greene)	CBS 7:30pm	<u>The York Treasure</u> ; with regulars & Karl Stepanek, Helena de Crespo, Allan Cuthbertson; (SW&SD).

MONDAY APRIL 1(Cont'd)
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|--------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| PRODUCERS' SHOWCASE                        | NBC 8pm    | <u>The Great Sebastians</u> ; (O&A) Howard Lindsay & Russel Crouse; with Alfred Lunt, Lynn Fontanne, Akim Tamiroff, Lisa Ferraday, Simon Oakland, Arny Freeman, Stefan Schnabel, Eugenia Rauls, Boris Tumarin, Anne Francine, Alan Furlan, Rebecca Sand, Pete Gumeny, Martin Brandt; Dir - Franklin Schaffner; Music Dir - George Bassman; Sets - Trew Hocker; Costumes - Main Bocher & Raymond Sovey. |
| VOICE OF FIRESTONE                         | ABC 8:30pm | Cesare Siepi.                                                                                                                                                                                                                                                                                                                                                                                          |
| TALENT SCOUTS                              | CBS 8:30pm | Jane Ford(S), Tommy Fertado(S), Paul Jouarde(M).                                                                                                                                                                                                                                                                                                                                                       |
| TOP TUNES & NEW<br>TALENT(Lawrence Welk)   | ABC 9:30pm | Pat Suzuki(S), Vic Hyde(M), Charles Darvo(S).                                                                                                                                                                                                                                                                                                                                                          |
| <u>December Bride</u><br>(Spring Byington) | CBS 9:30pm | <u>The Englishman</u> ; with regulars & Paul Cavanaugh, Lewis Martin; (SW&SD).                                                                                                                                                                                                                                                                                                                         |
| ROBERT MONTGOMERY<br>PRESENTS              | NBC 9:30pm | <u>A Slice of Life</u> ; (O) J. Harvey Howell; with Ruth McDevitt, J. Pat O'Malley, James Pritchett, Peggy McCay, William Traylor, John Buckwalter, Stewart McIntosh, Woodrow Parfery, Arnold Walton; Dir - Jim Beach.                                                                                                                                                                                 |
| STUDIO ONE                                 | CBS 10pm   | <u>The Years In Between</u> ; (O) Will Schneider & Herman Goldberg; with John Kerr, Phyllis Love; Dir - Mel Ferber.                                                                                                                                                                                                                                                                                    |

TUESDAY APRIL 2  
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<u>Conflict</u>	ABC 7:30pm	<u>A Question of Loyalty</u> ; (O) Walter Doniger & Howard Browne; with Dennis Hopper, Gerald Mohr, Pat McVey, Paul Richards, Judi Boutin; Dir - Walter Doniger.
JONATHAN WINTERS SHOW	NBC 7:30pm	Jill Corey(S).
<u>Phil Silvers Show</u>	CBS 8pm	<u>Around the World in 80 Hours</u> ; with regulars & Mike Todd, Tomi Romer, John Studer, Robert Hastings; (SW&SD).
<u>Wyatt Earp</u> (Hugh O'Brian)	ABC 8:30pm	<u>The Nice Ones Die First</u> ; with regulars & Brad Johnson; (SW&SD)
<u>Private Secretary</u> (Ann Sothorn)	CBS 8:30pm	RETURN: NEW DATE, NEW TIME: with regulars & Jacques Bergerac; (SW&SD).
<u>Panic!</u>	NBC 8:30pm	<u>The Embezzler</u> ; with Whit Bissell, Russell Hicks, Ted De Corsia.
<u>Broken Arrow</u> (John Lupton)	ABC 9pm	<u>Fathers And Sons</u> ; with regulars & Nico Minardos; (SW&SD).
<u>Jane Wyman Show</u>	NBC 9pm	<u>Assignment Champ</u> ; Re-run.
<u>DuPont Theatre</u>	ABC 9:30pm	<u>The Last Signer</u> ; (O) Frederic Brady; with Vladimir Sokoloff, Kevin McCarthy, Lisa Montell, Barbara Woodell, Otto Waldis.
RED SKELTON SHOW	CBS 9:30pm	Arnold Stang(C), Jackie Coogan(A).
ARMSTRONG CIRCLE THEATRE	NBC 9:30pm	<u>Arson; File #732</u> ; (O) Jerome Coopersmith; with John Kellog, Carl Low, Barbara Waide, William Zuckert, George L. Smith, Frank Maxwell, Warren Berlinger, James Congdon, Gordon Barnes, Faye Sappington, Henry Lascoe; Dir - William Corrigan.
IT'S POLKA TIME	ABC 10pm	The Neringa Lithuanian Folk Dancers
SPIKE JONES SHOW	CBS 10:30pm	PREMIERE: with Spike Jones & Orchestra, Helen Grayco(S), (Regulars); & guest Gordon MacRae(S); (O) Tom Waldman; Dir-Dik Darley.

WEDNESDAY APRIL 3
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|                 |            |                                                                               |
|-----------------|------------|-------------------------------------------------------------------------------|
| <u>Navy Log</u> | ABC 8:30pm | <u>Ito of Attu</u> ; with John Bryant, Harold Fong, Don Keefer, Robert Ellis. |
|-----------------|------------|-------------------------------------------------------------------------------|

The first of these is the fact that the United States has a long history of involvement in the affairs of other nations. This involvement has taken many forms, from military intervention to economic aid. The second is the fact that the United States has a large and powerful military. This military has been used to project American power around the world. The third is the fact that the United States has a strong economy. This economy has been used to support American interests around the world.

There are many other factors that have contributed to the United States' global influence. These include its cultural power, its technological leadership, and its political system. All of these factors have helped to make the United States a superpower.

The United States' global influence has been a source of both pride and controversy. Some people believe that the United States has a right to project its power around the world. Others believe that the United States should focus on its domestic problems.

Whatever the case, the United States' global influence is a fact. It is a fact that has shaped the world in many ways. It is a fact that will continue to shape the world for many years to come.

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WEDNESDAY APRIL 3(Cont'd)  
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<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>Betty, Track Star</u> ; with regulars & Tamar Cooper, Finton Meyler; (SW&SD).
KRAFT THEATRE	NBC 9pm	<u>The Medallion</u> ; (O) Gitta Sereny; (A) Dale Wasserman; with Kevin McCarthy, Leora Dana, Christopher Snell, Lorne Greene, David J. Steward, Robert Arden; Dir - Frank Pacelli.
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Dr. Alan March</u> ; with Tom Drake, Allison Hayes, Walter Baldwin, Morgan Jones, Dorothy Morris; (SD).
<u>Ford Theatre</u>	ABC 9:30pm	<u>Exclusive</u> ; (O) Gerry Day; with Phyllis Kirk, Everett Sloane, Osa Massen, Richard Webb, Francis DeSales; Dir - Oscar Rudolph.
<u>20th Century-Fox Hour</u>	CBS 10pm	<u>The Still Trumpet</u> ; (O) Frank S. Nugent, Curtis Kenyon; (A) Curtis Kenyon; with Dale Robertson, Victor Jory, Carol Ohmart, Regis Toomey, Grandon Rhodes, Douglas Dick, Patrick McVey, James Griffith, Ed Kemmer, Dan Riss; Dir - Lewis Allen.

THURSDAY APRIL 4
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|                                               |            |                                                                                                                                            |
|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sgt. Preston</u><br>(Richard Simmons)      | CBS 7:30pm | with regulars & Frank Richards, Jug Jackson, Grant Richards, Rickey Murray; (SW&SD).                                                       |
| <u>CIRCUS TIME</u>                            | ABC 8pm    | Betty Ann Grove(S), Roger Ray(C), Nanci Crompton(D).                                                                                       |
| <u>Bob Cummings Show</u>                      | CBS 8pm    | with regulars & Hans Conried, Kathleen Freeman; (SW&SD).                                                                                   |
| <u>CLIMAX!</u><br>(Bill Lundigan)             | CBS 8:30pm | <u>Don't Touch Me</u> ; (O) Jerome Gruskin; with Shelley Winters, Warren Stevens, Mildred Dunnock, Henry Silva; Dir - Robert Stevens.      |
| <u>Danny Thomas Show</u>                      | ABC 9pm    | <u>Danny Meets Kathy</u> ; with regulars & Marjorie Lord; (SW&SD).                                                                         |
| <u>The People's Choice</u><br>(Jackie Cooper) | NBC 9pm    | with regulars & Margaret Irving, Tommy Farrell, Barbara Pepper; (SW&SD).                                                                   |
| <u>PLAYHOUSE 90</u>                           | CBS 9:30pm | <u>Clipper Ship</u> ; (O) Berne Giler; with Charles Bickford, Jan Sterling, Steve Forrest, Helmut Dantine; Dir - Oscar Rudolph.            |
| <u>THE FORD SHOW</u>                          | NBC 9:30pm | Pat O'Brien(A).                                                                                                                            |
| <u>LUX VIDEO THEATRE</u><br>(Gordon MacRae)   | NBC 10pm   | <u>Adam Had Four Sons</u> ; (O) Charles Bonner("Legacy"); (A) Paul Franklin; with Leon Ames, Osa Massen, Fay Spain; Dir - David McDearmon. |

FRIDAY APRIL 5  
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<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>Indian Blood</u> ; with regulars & Manning Ross, George J. Lewis; (SW&SD).
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>The Pearl And Crown</u> ; with regulars & William Schallert, Marcel Rousseau, Frank Wilcox, Russ Bender, Georgette Duval; (SW&SD).
<u>West Point</u>	CBS 8pm	<u>Backfire</u> ; with Jack Grinnage, John Wilder, Charles Maxwell, Larry Blake, Stuart Whitman, Gregg Palmer, Robert Crosson, Al Terry, Joe Patridge, George Diestel; Dir - Ted Post.
<u>Crossroads</u>	ABC 8:30pm	<u>The Light</u> ; (O) Tom Reed; with Donald Woods, Charles McGraw, James Goodwin, Richard Jaeckel, Adam Kennedy, Lester Hoyle; Dir - Jus Addiss.
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>A Time To Live</u> ; (O) Joseph Chadwick, (A) Aaron Spelling; with Ralph Meeker, Julie London, John Larch, Ken Lynch, Walter Barnes, Forrest Lewis, Alan Wells; Dir - Lewis Foster.
<u>Mr. Adams & Eve</u> (Ida Lupino, Howard Duff)	CBS 9pm	with regulars & Burt Nelson; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>Clothes Make The Man</u> ; (O) Nunnally Johnson; (A) Arthur Sheekman; with Hume Cronyn, Jessica Tandy, Hans Conried, Joseph Kearns, Russell Hicks, Ray Walker, Bill McLean, Olan Soule, Vito Scotti, Frank Scannell, Joe Mell, John Close, Herb Vigran; Dir - Don Weis.

1. The first part of the report deals with the general situation of the country.	100	100
2. The second part deals with the economic situation.	100	100
3. The third part deals with the social situation.	100	100
4. The fourth part deals with the political situation.	100	100
5. The fifth part deals with the cultural situation.	100	100

Table 2

1. The first part of the report deals with the general situation of the country.	100	100
2. The second part deals with the economic situation.	100	100
3. The third part deals with the social situation.	100	100
4. The fourth part deals with the political situation.	100	100
5. The fifth part deals with the cultural situation.	100	100

Table 3

1. The first part of the report deals with the general situation of the country.	100	100
2. The second part deals with the economic situation.	100	100
3. The third part deals with the social situation.	100	100
4. The fourth part deals with the political situation.	100	100
5. The fifth part deals with the cultural situation.	100	100

FRIDAY APRIL 5(Cont'd)
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|                           |            |                                                                                                                              |
|---------------------------|------------|------------------------------------------------------------------------------------------------------------------------------|
| BIG STORY<br>(Ben Grauer) | NBC 9:30pm | <u>Hank Messick; Reporter; Raleigh(N.C.) Times; (A) Alvin Boretz; with John McLiam, Jerry Wall, Will Hare, Carl Swenson.</u> |
| RAY ANTHONY SHOW          | ABC 10pm   | Erin O'Brien(S).                                                                                                             |

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 1 - APRIL 5  
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GOOD MORNING (Will Rogers, Jr.)	CBS 7am	4/1 - Paul Ashley & Puppets, Al Kelly(C), Russell Arms(S); 4/2 - Ann Gilbert(S), Jack E. Leonard(C); 4/3 - Sonny James(S), Barbara Carroll & Trio(M); 4/4 - Jimmy Dean(S), Sunny Gale(S), Jack E. Leonard(C); 4/5 - Jimmy Dean(S), Andy Williams(S), Frank Fontaine(C); LAST SHOW
GARRY MOORE SHOW	CBS 10am	4/5 - Bernie West(C), Martha Davis & Spouse(M).
CLUB 60	NBC 1:30pm	4/1 - Betty Madigan(S); 4/2 - Carl Ravazza(S); 4/3 - Maria Neglia(C-M); 4/4 - Jo Ann Miller(S); 4/5 - The Three Suns(S).
NBC MATINEE THEATRE	NBC 3pm	4/1 - <u>End Of The Rope</u> ; (O)Sheldon Stark; 4/2 - <u>We Won't Be Any Trouble</u> ; (O)George Lowther; 4/3 - <u>The Daughter of Mata Hari</u> ; (O)Kurt Singer; (A)Alvin Boretz; 4/4 - <u>Talk You Of Killing</u> ; (O)Joe Barry; 4/5 - <u>Pursuit of Happiness</u> ; (O)Lawren- ce Langner, Armina Marshall Langner; (A)Helene Hanff.
MODERN ROMANCES (Betty Furness)	NBC 4:45pm	<u>The Quality of Fear</u> ; (O)Elinor Lenz; with Edward Andrews, Joy Hodge, Ann Pearson, Dort Clark.
TONIGHT! (Jack Lescoulie)	NBC 11:15pm	No info. available at press time.

SATURDAY APRIL 6
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|                              |          |                                                                                                                                                                                       |
|------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris) | NBC 12N  | <u>My Son Rickey</u> ; (O)Michelle Cousin; with Warren Berlinger,<br>Don Briggs.                                                                                                      |
| JACKIE GLEASON SHOW          | CBS 8pm  | Visit to Spain; (O)Marvin Marx, Walter Stone, Herbert Finn,<br>Joe Bigelow; Songs & Lyrics by Jerry Bresler, Lyn Duddy; with<br>regulars & Lyn Duddy Singers; Dir - Frank Satenstein. |
| PERRY COMO SHOW              | NBC 8pm  | Teresa Brewer(S), Jack Palance(A), Ben Alexander(A), The<br>Step Brothers(D).                                                                                                         |
| GEORGE GOBEL SHOW            | NBC 10pm | Marilyn Maxwell(A).                                                                                                                                                                   |

SUNDAY APRIL 7  
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RAY BOLGERS' WASHINGTON SQUARE	NBC 4pm	with regulars & The Andrews Sisters(S).
JACK BENNY SHOW	CBS 7:30pm	with Mary Livingstone, Barbara Pepper, Mary Treen, Margaret Brayton.
ED SULLIVAN SHOW	CBS 8pm	Fred Astaire, Paul Douglas, Fredric March, Florence Eldridge, David Burns(S), Kay Medford(A), Tommy White(A), Gerard Philipe (A), Micheline Presle(A), Jean Marais(A), Francoise Arnoul(A), Juliette Greco(A).
STEVE ALLEN SHOW	NBC 8pm	Rosemary Clooney(S), Buddy Hackett(C).
<u>General Electric</u> <u>Theatre</u> (Ronald Reagan)	CBS 9pm	<u>Bargain Bride</u> ; (O)Norma Mansfield; (A)Jameson Brewer; with Mr. Reagan, Eva Bartok, Edgar Buchanan; Dir - Justus Addiss.
<u>Bob Hope Chevy</u> <u>Show</u>	NBC 9pm	Janis Paige(A), Natalie Wood(A), Frank Sinatra(S-A).
ALL ABOUT MUSIC	ABC 10pm	PREMIERE: The Duke of Iron(M), Johnny Barracuda, The Original Trinidad Steel Band, Helen Ferguson(S), The Trinidancers, The Versatones(M); Host:Milton Cross
<u>Alfred Hitchcock</u> <u>Presents</u>	CBS 9:30pm	<u>One Mile To Go</u> ; (O) James P. Cavanagh; with David Wayne, Louise Larabee, Martha Jacoby, Norman Leavitt; Dir - Alfred Hitchcock.

1947-1948

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APR 3 1957

—MID-WEEK SPECIAL—

NEWS - COMMENT - POSSIBILITIES

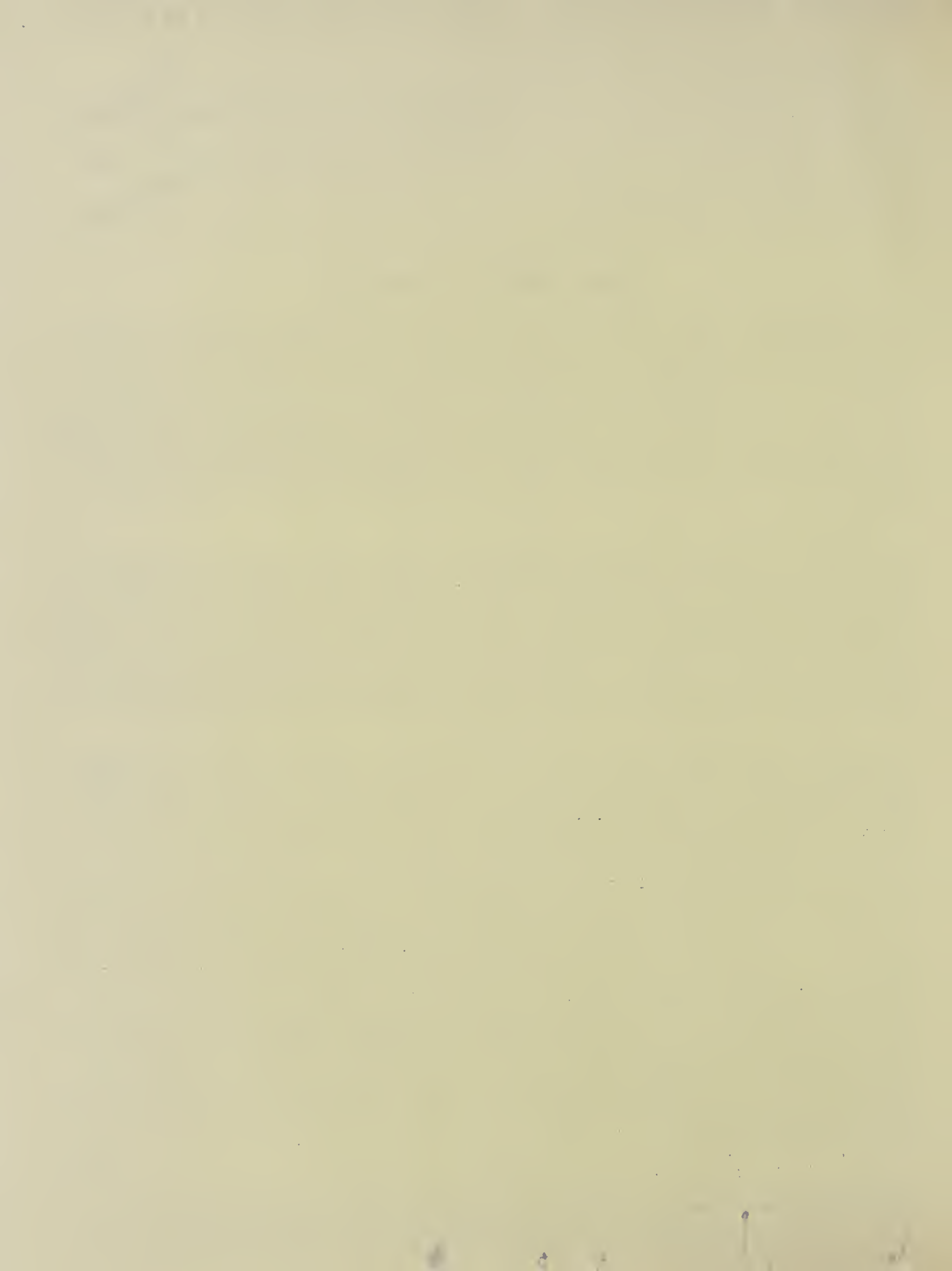
Playhouse 90's April 18 production of "Three Men on a Horse" doesn't have any featured players -- only stars. The cast without featured players, in TV's strange manner, includes Jack Carson, Carol Channing, Mona Freeman, Edward Everett Horton, Arnold Stang, Frank McHugh, Jane Darwell, Allen Jenkins, Larry Blyden and Johnny Carson. The two Carsons play the pivotal characters in the script, with Jack as Patsy, the leader of the race track betting group, and Johnny as Erwin, the greeting card writer who has the ability to pick winning horses. Arthur Hiller, who directed the filmed program, "Clipper Ship," one of the Screen Gems' productions to be seen on the program tomorrow (4), shifts over to the live side to direct "Three Men on a Horse."

Production staff credits for Tonight! currently include: Prod- Richard Linkrout; Assoc Prods- Ed Cosgrove, Tom Loeb; Commls Mgr- Hugo Seiler; Studio Dir- Lynwood B. King, Jr.; Remote Dir- Ted Nathanson; Senior Unit Mgr- Monty Morgan; Unit Mgrs- John Carsey, Julian Bercovici; Managing Ed- Frank Barton; Talent Coord- Tony Ford; Chicago Location Prod- Don Meier; Los Angeles Location Prod- Herb Braverman; Writers- Stanley Flink, Allan Manings, Walter Wager, Bob Carlyle, Blair Chotzinoff and David Rayfiel, with John Brookman in Chicago. Although the word is that this is the crew resulting from the shakedown of the first weeks' trials, Hollywood is still considered a sore spot because of disagreement over the treatment given to some of the features.

ABC-TV signed Miles Laboratories as a co-sponsor with Mennen for its Wednesday Night Fights, starting in June.....U. S. Steel Corp renewed the U. S. Steel Hour for its alternate Wednesday evening spot at 10pm over CBS for 1957-58. The Theatre Guild, with Marshall Jamison as exec producer, continues as the producing organization.....General Electric Theater has been renewed for 1957-58 with all 39 shows to be on film for the first time in its four-year history. It began its current career with 26 live shows and 13 on film (for summer re-run purposes), but as Hollywood star names became more important in its battle for the audience, the balance shifted to film, with only eight live shows presented during this season, all during last fall and winter.....Margaret Wilder has succeeded Alice Young as script editor for Climax!.....Spade Cooley, long a "western" music-style bandleader, premed his newest musical aggregation last night (2) in Hollywood over KTLA -- a 24-piece all girl orchestra, mostly doubling as a 24-voice choir. Spade Cooley and vocalist Eddie Keeley are the only males on the weekly hour-long program, sponsored by Southern California Dodge Dealers (yes, Lawrence Welk started this way) and House of Carpets. Kay Cee Jones is the featured girl vocalist for the band, which also includes five mandolins and five accordians, a marimba and a harp along with the girls to play them. To balance the "sweet" makeup of the group (Cooley is a fiddler), the band also includes a Dixieland group.

- Page 1 -

(MORE)



Everyone complains about awards, but no one does anything about them -- not necessarily about the way they are set up or awards made, but about making them more palatable to the TV viewing public. Last week's Motion Picture Academy Awards seem to have been hailed generally in Hollywood (largely because for the first time the audience at the Pantages Theatre didn't see or hear the commercials for Oldsmobile), but were rapped in New York for the boring and pedestrian nature of the awards as a show for television. The coastal reactions illustrate the split personality of the TV-movie marriage. More people probably watched the TV show than go to see any of the movies honored, yet in all the planning by the movie academy no one worried about the hooker, the little dab of honey to get people in the audience to go to see the people and pictures honored. Award ceremonies are limited in program time by the high cost of television, so to get enough interest in a show one must either load it with big name comic m.c.'s backed by as many star names one can get in front of a camera, or cut down the number of awards and show clips from films or programs that were honored, at least to hint to the audience why the honors were deserved. There hasn't been an award show this year in which the "presenters" and the m.c.'s weren't on longer than the people honored.

WOR-TV(NY) will be back in the experimental program business for the first time in several years, starting April 11, when it will begin the presentation of 13 live telecasts of experimental programs, each featuring a different format. The program series, called X-13, will be produced by the John Gibbs Agency and Hardy Burt, with Jay Sheridan, assistant to the production supervisor of Robert Montgomery Presents, as production consultant for the series. The new programs will be presented Thursdays, 9:30-10pm EST. Leading off will be Face Your Critics, tipped as a new type of panel show, with Hardy Burt as moderator, a controversial personality and three guests who are articulate critics of the personality. Sen. Joseph McCarthy will be in the spotlight during the pilot run. Other shows during succeeding weeks will include The Unknown World, with two scientists, one a skeptic and one open-minded, discussing psychic phenomena and the so-called supernatural; TV Tabloid, a presentation of the week's best news features with the people whose stories made the headlines; Places, Please, during which a panel of globetrotters try to determine through questions where a just-retained traveler has been; Medical News Conference, with medical editors and reporters interviewing a specialist on the latest findings in his field of medicine and health; What's Your Average, an audience participation game based on a national poll of public opinion; The Play's the Thing, the only dramatic production scheduled for the series; Electronic Quiz, with the home viewer getting a chance at awards. Other programs still in the development stage include a children's show, a new format for a singing personality, and three shows called The Open Door, Devil's Advocate and Success Can Be Fun.

ABC-TV will have the finals of the 1957 Mrs. America Pageant on Saturday, May 11, 10:30-11pm EDT, televised from Fort Lauderdale, Fla., then a week later, Saturdays, 5:30-6pm EDT, starting May 18, the net will present Five Star Comedy Party, a short-term program series for Joe Lowe Corporation, plugging a new "Popsicle" contest. A comedy star will top the show each week, starting with Paul Winchell and Jerry Mahoney on the first show.....ABC-TV confirmed its buy of The Real McCoys, a new California-locale situation comedy series starring Walter Brennan, to be produced jointly by Brennan-Westgate Corp and Marterto Productions. Irving and Norman Pincus will produce, with Sheldon Leonard as director and Bill Manhoff as writer.....The Arthur Murray Party doesn't get to replace Hey Jeannie over CBS in June, but instead moves into NBC's Tuesday, 8-8:30pm spot, starting April 9, to replace The Big Surprise.

PEOPLE GOING PLACES: CBS signed Broadway producer-director Howard Erskine to a long-term producing-creative agreement.....Screen Gems, Inc., signed producer Herbert B. Leonard to an exclusive two-year creative-production contract.....Garth Dietrick named producer of NBC's Home, with Ted Rogers upped to exec producer.

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EDITOR: Jerry Leichter

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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday (April 8)

CBS- 7-7:45am EST, Mon thru Fri; DEBUT - The Jimmy Dean Show - LIVE from WTOP-TV(Wash), 40 stations live, none kine. § Co-op. § Pkgr- CBS-TV with Connie B. Gay(Wash); Exec Prod- Ed Friendly(CBS, NY); Prod- Connie B. Gay; Dir- Clark Pangle; Music Dir- Jimmy Dean. § Musical program in easy-going "country" style, starring singer-musician Jimmy Dean with his band, The Texas Wildcats, featuring also ventriloquist Alec Houston, The Country Lads duo, regular guest recording star George Hamilton IV, and other guest stars. The program replaces Good Morning, with Will Rogers, Jr. (last show April 5).

CBS- 7:45-8am, 8:45-9am EST, Mon thru Fri; DEBUT - The CBS Morning News - LIVE & FILM from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS News(NY); Superv- John F. Day; Dir- Bob Quinlan; Overnight Ed- Hal Herkell. § Richard C. Hottelet, former chief of the CBS news bureau in Germany, augments late news-film and taped overseas reports with his reports on the day's top stories. He will also spotlight stories of long range importance. The final five minutes will be a feature report and may be used by local stations to cut in with local news. The program will on the net 7:45-8am EST for Eastern Time Zone stations; 8:45-9am for both Eastern and Central Zone stations, and 9:45-10am for Central Zone stations. The 8:45-9am show cuts a quarter-hour from Captain Kangaroo, to be on 8-8:45am, Mon thru Fri, effective this date.

Tuesday (April 9)

NBC- 7:30-7:45pm EST; SPECIAL - Scientific Manpower - KINE from WRCA-TV(NY), to the net. § Sustaining, public service. § Pkgr- NBC-TV; Prods- Doris Corwith(NY), Julian Goodman(Wash); Dirs- Charles Jones, Richard Cox. § Kine recording of a discussion of the urgent need for trained scientists, with the viewpoints of Vice President Richard M. Nixon; Dr. James Killian, president of Massachusetts Institute of Technology, and Dr. Howard L. Bevis, president of Ohio State University and chairman of the Presidential Committee on Scientific Warfare. The program preempts The Jonathan Winters Show, this date only.

NBC 8-8:30pm EST; RETURN - The Arthur Murray Party - LIVE from WRCA-TV(NY), approx 139 stations live and kine. § Alternate Week Sponsors- 1) Purex Corp., Ltd. (Trend, Beads O' Bleach, Liquid Bleach, Sweetheart Soap, New Blue Dutch Cleanser); Sweetheart Soap, Dutch Cleansers thru Edward H. Weiss & Co(Chi); Acct Exec- Robert Harris; Purex Bleaches thru Foote, Cone & Belding(LA). 2) Speidel Corp (Photo Ident, Men's and Ladies Watch Bands) thru Norman, Craig & Kummel, Inc(NY); Acct Exec- H. Gerard Bissinger. § (Cont'd on next page)

THIS WEEK(Cont'd)

Tuesday(April 9)

NBC- The Arthur Murray Party (Cont'd from previous page): Pkgr- Kaar Productions, Inc(NY); Exec Prod- Johnny Stearns; Prod- Arthur Murray; Dir- Coby Ruskin; Music Dir- Ray Carter; Talent Booker- Ken Hoffman(Kaar). § Variety program with Kathryn Murray as hostess, featuring top name stars from the movie, stage, recording and TV fields. A dance contest among celebrities is a weekly feature. The program made its original debut July 3, 1950 over CBS and has been seen over all the networks at various times, as a summer replacement show during the past few years. During 1955 it was seen over NBC, last summer over CBS. In its new spot the program replaces The Big Surprise (last show April 2).

Thursday(April 11)

ABC- 10-10:30pm EST; NET DEBUT - Telephone Time - FILM from WABC-TV(NY) & KABC-TV(LA), no. of stations indefinite. § Sponsor- American Telephone & Telegraph Co (Bell Telephone System) thru N. W. Ayer & Son, Inc(Phila). § Pkgr- Passing Parade Productions, Inc.; Film Prod- Hal Roach Studios, Culver City, Calif.; Exec Prod- Hal Roach, Jr.; Prod- Jerry Staggs; Dirs- Various; Writers- Various. § Dramatizations of stories as related by story-teller John Nesbitt, who appears as host of the program. The program debuted over CBS-TV on April 8, 1956, Sundays, 6-6:30pm NYT, with its last CBS show on March 31, 1957.

Sunday(April 14)

ABC- 5:30-6pm EST; SPECIAL - The Empty Cup - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- ABC-TV with the Union of American Hebrew Congregations(NY); Exec Prod- Wiley Hance(ABC); Dir- Mickey Trenner. § Dramatization based on the traditional Seder, commemorating the Jewish Festival of Passover, with Eli Wallach as narrator of a script by Alvin Boretz.

CBS- 3-3:30pm EST; SPECIAL - Ready, Mr. Rosewater? - LIVE from WCBS-TV(NY), to the net. § Sustaining. § Pkgr- CBS-TV with the American Jewish Committee; Prod- Pamela Ilott(CBS); Assoc Prod- Richard Siemanowski; Dir- Mel Ferber. § Special Passover program commemorating the 50th anniversary of the founding of the American Jewish Committee, with a dramatization of the life of newspaper editor Edward Rosewater, founder of the AJC. Dramatization is by Virginia Mazer.

NBC- 11am-12noon EST; SPECIAL - Palm Sunday - LIVE from WLW-T(Cinn), to the net. § Sustaining. § Pkgr- NBC; Prod- Doris Ann. § Telecast of a Holy Communion Service in the Church of the Redeemer (Protestant Episcopal), in Cincinnati. The Venerable David R. Thornberry, Archdeacon of the Diocese of Southern Ohio, will celebrate the Communion.

NBC- 2-2:30pm EST; SPECIAL - Exodus--1861 - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr & Prod- NBC with the Jewish Theological Seminary; Writer- Jerome Coopersmith. § Passover program based on the true story of a Baltimore rabbi who was an Abolitionist, coupling his opposition to slavery to the story of Passover in this dramatization.

THIS WEEK -- REGULAR NETWORK SPECIALS

CBS- Shower of Stars (Every 4th Thu, 8:30-9:30pm NYT) April 11; musical variety, starring Jack Benny, with guests (see page C for cast credits); Prod & Dir- Ralph Levy; Assoc Prod- John F. Myers; Writers- Hugh Wedlock, Howard Snyder; LIVE (COLOR) from KNXT(LA).

NBC- Hallmark Hall of Fame (6 times during season, usually Sun) April 10, Wednesday, 8:30-10pm EST (last show of season); "The Yeomen of the Guard," by Gilbert & Sullivan, adapted by William Nichols. (Continued on next page)

The first of these is the fact that the number of people who are employed in the service of the State has increased steadily since 1930. This is due to a number of factors, including the fact that the State has been able to attract more people to its service, and the fact that the State has been able to pay higher salaries than the private sector.

The second factor is the fact that the State has been able to pay higher salaries than the private sector. This is due to a number of factors, including the fact that the State has been able to attract more people to its service, and the fact that the State has been able to pay higher salaries than the private sector.

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REGULAR NET SPECIALS(Cont'd)

NBC- Hallmark Hall of Fame (Cont'd from previous page): Alfred Drake stars as Jack Point, with Celeste Holm as Phoebe Meryll (see page B for other cast credits); Exec Prod- Mildred Freed Alberg; Prod & Dir- George Schaefer; LIVE (COLOR) from WRCA-TV(NY); preempts Father Knows Best and Kraft Television Theatre.

Saturday Color Carnival (Every 4th Sat, 9-10:30pm NYT) April 13; "Salute to Baseball," with Gene Kelly as host for a seasonal salute to the beginning of the baseball campaign (see page D for cast credits); Pkgr- NBC-TV(NY); Prod- Joe Cates; Dir- Barry Shear; Assoc Dir- Marcia Kuyper; Music Dir- Harry Sosnik; Sets- Jan Scott; Costumes- Joe Mostellor; Choreog- Bobby Herget; LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

CBS- Climax! (Thu, 8:30-9:30pm EST) Ralph Nelson appointed alternate producer, sharing duties with regular producer Edgar Peterson, effective April 1. Delete Paul Monash as associate producer, effective April 4. Margaret Wilder replaced Alice Young as script editor, effective with program of April 4.

CBS- Playhouse 90 (Thu, 9:30-11pm EST) Sponsor roster, effective April 11: Bristol-Myers Co sponsors the first hour alternate weeks; with Philip Morris, Inc (Marlboro Cigarettes), first half-hour and American Gas Assn, second half-hour, alternate weeks. Third half-hour weekly is sustaining.

CTPN- Panorama Pacific (Mon thru Fri, 7-9am PST) Kay Westfall joined the regulars as guest women's editor and hostess for Tuesdays and Thursdays. Helen Parrish, the program's regular women's editor and hostess, is on Mondays, Wednesdays and Fridays.

NBC- Leo Durocher's Warmup; DEBUT April 6; Sat, 2:15-2:30pm EST (15 minutes before the Major League Baseball telecasts, April 6 & 13, thereafter 10 minutes before the baseball telecast). § Sustaining. § Pkgr- NBC Sports Dept(NY); Prod- Perry Smith; Dir- Harry Coyle. (See Major League Baseball, page 23).

Close-Up (Mon thru Fri, 1-1:30pm EST) Program originates from Chicago during the week of April 8, then returns to NY origination.

The Life of Riley (Fri, 8:30-9pm EST) Filmed series will be telecast regularly in color, effective April 12.

MAJOR LOCAL DEBUTS & HIGHLIGHTS

WCBS-TV(Ch 2)- Our Nation's Roots; DEBUT April 13; Sat, 2-2:30pm EST. Sustaining, New York public service. Pkgr- WCBS-TV Public Affairs Dept with New York University and the Educational TV and Radio Center; Prod- Nazaret Cherkezian(NYU); Dir- Neal Finn(WCBS-TV). The backgrounds of the millions who make up the composite America of today will be the subject of the 26-week series, with the story developing into what they found in the U. S. and how they helped develop it. Ormand J. Drake, professor of speech, and Dr. Thomas P. Robinson, of the history dept., both NYU faculty members, will be narrators, with professional actors used to dramatize specific incidents in the various programs.

WOR-TV(Ch 9) - X-13; DEBUT April 11; Thu, 9:30-10pm EST. Sustaining. Pkgr- Hardy New York Burt and the John Gibbs Agency; Prod- Hardy Burt; Prod Consultant- Jay Sheridan. A series of 13 experimental telecasts, each with a different format and using different production techniques. All will be "pilot" efforts.

TALENT SHOWSHEET APRIL 5 - APRIL 14
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Most of the shows on April 5,6,7, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 12. Script identifications used are: (O) Original, (A) Adatation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY APRIL 5  
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<u>Joseph Cotton Show</u> <u>On Trial!</u>	NBC 9pm	<u>The Case of the Jealous Bomber.</u>
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SATURDAY APRIL 6
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|---------------|----------|----------------------------------|
| OZARK JUBILEE | ABC 10pm | Ardis Wells and her Ranch Girls. |
|---------------|----------|----------------------------------|

SUNDAY APRIL 7  
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LAMP UNTO MY FEET	CBS 10am	The Rites and Significance of the Passover Seder Services; with Rabbi Emanuel Rackman & Family.
LOOK UP & LIVE	CBS 10:30am	<u>The Bridge</u> ; (O) Martin Plissner; with Norman Rose, Bert Cowlan, The Walter Farrell Singers; Dir - Marvin Silbersher.
RAY BOLGER'S WASHINGTON SQUARE	NBC 4pm	ADD: Salvatore Baccaloni(S).
<u>77th Bengal Lancers</u>	NBC 7pm	<u>Akbar The Great</u> ; with regulars & Paul Picerni, Tom McKee; (SW&SD).
<u>Circus Boy</u>	NBC 7:30pm	<u>Counterfeit Clown</u> ; with regulars & Don Beddoe, Darlene Fields, Leonard Carey; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	ADD: Xavier Cugat(M), Abbe Lane(S), Jacqueline Francois(S), Frank Libuse(C), Ferlin Huskey(S), Buddy Knox(S), Jimmy Bowen(S).
STEVE ALLEN SHOW	NBC 8pm	ADD: Rosemary Clooney(S), Tommy Sands(S), Somethin' Smith & The Redheads(S-M).
<u>Loretta Young</u> <u>Show</u>	NBC 10pm	<u>So Bright A Light</u> ; (O) Lowell Hawley; with Miss Young, Eric Feldary, Albert Szabo, Ann Morrison, Ross Elliott, Erzsi Pulay; Dir - John Newland.

MONDAY APRIL 8
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|                                               |            |                                                                                                                                                                                                                                                                                |
|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wire Service</u><br>(Mercedes McCambridge) | ABC 7:30pm | <u>The Indictment</u> ; (O) Seeleg Lester; with Miss McCambridge, Rhodes Reason, Whitney Blake, Harold J. Stone; Dir - Tony Leader.                                                                                                                                            |
| VOICE OF FIRESTONE                            | ABC 8:30pm | Elaine Malbin.                                                                                                                                                                                                                                                                 |
| TALENT SCOUTS                                 | CBS 8:30pm | Jan Canada(S), Jimmy Stevens(D), The Tune Cryers(S).                                                                                                                                                                                                                           |
| TOP TUNES & NEW<br>TALENT(Lawrence Welk)      | ABC 9:30pm | The Rhythm Pals(M), Jimmy Fields(M).                                                                                                                                                                                                                                           |
| <u>December Bride</u><br>(Spring Byington)    | CBS 9:30pm | <u>Do It Yourself</u> ; with regulars & Lee Millar, Norman Leavitt, Dick Joy; (SW&SD).                                                                                                                                                                                         |
| ROBERT MONTGOMERY<br>PRESENTS                 | NBC 9:30pm | <u>Victoria Regina</u> ; (O) Laurence Housman; with Claire Bloom, Paul Stevens, Leopoldine Konstantin, Norman Rose, Henry Brandon, Nan Martin, Zolya Talma, Francis Compton, Cathleen Cordell, Felix Deebank, Michael Con Aree, Ronald Long, John Seymour; Dir - John Newland. |

THE UNITED STATES DEPARTMENT OF JUSTICE  
WASHINGTON, D. C. 20535

SECRET - NO DISSEMINATION OUTSIDE THE COMINT DIVISION

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MONDAY APRIL 8(Cont'd)  
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STUDIO ONE	CBS 10pm	<u>The Playwright And The Star</u> ; (O) Sidney Carroll; with Cathleen Nesbitt, Sam Levene, Fritz Weaver, Joanne Linville, Henderson Forsythe, Vaughan Bellaver; Dir - Norman Felton.
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TUESDAY APRIL 9
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|                                                       |             |                                                                                                                                                      |
|-------------------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Cheyenne</u><br>(Clint Walker)                     | ABC 7:30pm  | <u>The Brand</u> ; (O) Dean Reisner; with Edward Byrnes, Sue George, Darryl Duran, Benny Baker, Douglas F. Rodgers, Nelson Leigh; Dir - Thomas Carr. |
| <u>Phil Silvers Show</u>                              | CBS 8pm     | <u>The Mess Hall Mess</u> ; with regulars & Jon Silo, Suzanne Cau-baye; (SW&SD).                                                                     |
| ARTHUR MURRAY PARTY                                   | NBC 8pm     | PREMIERE: Hostess: Kathryn Murray; with guest stars Andy Williams(S), Helen O'Connell(S).                                                            |
| <u>Life &amp; Legend of Wyatt Earp</u> (Hugh O'Brian) | ABC 8:30pm  | <u>Old Jake</u> ; with regulars & Francis McDonald, George J. Lewis, Ewing Mitchell, Carol Thurston; (SW&SD).                                        |
| <u>Private Secretary</u><br>(Ann Sothern)             | CBS 8:30pm  | <u>All That Glitters</u> ; with regulars & Franklin Pangborn; (SW&SD)                                                                                |
| <u>Panic!</u>                                         | NBC 8:30pm  | <u>Airline Hostess</u> ; with Carolyn Jones, Paul Picerni, John Bryant, Stephen Bekassy, Robert Quarry, Hal Callie, Dori Simmons; (SD).              |
| <u>Broken Arrow</u>                                   | ABC 9pm     | <u>Quarantine</u> ; (O) DeVallon Scott, Robert Leslie Bellem; with regulars & Christopher Dark, Steven Rich, Steve Conte; (SD).                      |
| <u>DuPont Theatre</u>                                 | ABC 9:30pm  | <u>The Texas Rangers</u> ; with Jim David, William Tallman, Malcolm Atterbury, Harry Antrim, Gary Gray, Glen Charles Gordon                          |
| KAISER ALUMINUM HOUR                                  | NBC 9:30pm  | <u>Murder In The House</u> ; (O) Leslie Slote; with Oscar Homolka, Joan Tetzl, Gerald Sarracini; Dir - Ira Cirker.                                   |
| IT'S POLKA TIME                                       | ABC 10pm    | Estonian Folk Dancers.                                                                                                                               |
| SPIKE JONES SHOW                                      | CBS 10:30pm | with regulars & The Hi-Lo's(S).                                                                                                                      |

WEDNESDAY APRIL 10  
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<u>Navy Log</u>	ABC 8:30pm	<u>SSN-571</u> ; with Pat Henning, Mark Rydell, Frank Daley, Addison Powell, James Pritchett, John Boruff.
HALLMARK HALL OF FAME	NBC 8:30pm	<u>The Yeomen Of The Guard</u> ; (O) Arthur Seymour Sullivan, William Schwenck Gilbert; (A) William Nichols; with Alfred Drake, Celeste Holm, Bill Hayes, Barbara Cook, Robert Wright, Henry Calvin, Norman Atkins, Norman Barrs, James Norbert, Don Blackey, Muriel O'Malley, Marjorie Gordon; Dir - George Schaefer; Conductor - Franz Allers; Choreog - Paul Godkin; Sets - Paul Barnes; Costumes - Noel Taylor.
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Crystal Sands</u> ; with Barbara Ruick, Kim Spalding, Liam Sullivan, Lisa Davis, Nora Hayden, Dori Simmons, Wilson Wood, Joan Danton.
<u>Ford Theatre</u>	ABC 9:30pm	<u>Moments of Decision</u> ; (O) Herbert Abbott Spiro; with Jane Greer, Victor Jory, Marshall Thompson, William Lally, Mason Curry; Dir - James Neilson.
US STEEL HOUR	CBS 10pm	<u>The Hill Wife</u> ; (O) Alfred Brenner; with Melvyn Douglas, Geraldine Page, Albert Salmi; Dir - Daniel Petrie.

THURSDAY APRIL 11
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|                                                    |            |                                                                                                         |
|----------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------|
| <u>Sgt. Preston Of The Yukon</u> (Richard Simmons) | CBS 7:30pm | with regulars & George Lynn, Robert Cunningham, Robert Whitesides, Jo Ann Wade, Belle Mitchell; (SW&SD) |
|----------------------------------------------------|------------|---------------------------------------------------------------------------------------------------------|

1. The first part of the report is a general introduction to the project.

2. The second part of the report is a detailed description of the methodology used.

3. The third part of the report is a discussion of the results of the study.

4. The fourth part of the report is a conclusion and a list of references.

5. The fifth part of the report is an appendix containing additional data and figures.

6. The sixth part of the report is a summary of the findings of the study.

7. The seventh part of the report is a list of the authors and their affiliations.

8. The eighth part of the report is a list of the titles of the papers presented at the conference.

9. The ninth part of the report is a list of the names of the speakers at the conference.

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12. The twelfth part of the report is a list of the locations of the sessions of the conference.

13. The thirteenth part of the report is a list of the names of the organizers of the conference.

14. The fourteenth part of the report is a list of the names of the sponsors of the conference.

15. The fifteenth part of the report is a list of the names of the participants in the conference.

16. The sixteenth part of the report is a list of the names of the members of the steering committee.

17. The seventeenth part of the report is a list of the names of the members of the advisory board.

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25. The twenty-fifth part of the report is a list of the names of the members of the steering committee.



THURSDAY APRIL 11(Cont'd)

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|                                      |            |                                                                                                                                                                                                                      |
|--------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| CIRCUS TIME                          | ABC 8pm    | Betty Ann Grove(S), Peiro Bros.(C), Wally Boag(C), Johnny Cash(S), The Merky's(acro).                                                                                                                                |
| <u>Bob Cummings Show</u>             | CBS 8pm    | Bob Plays Gigolo; with regulars & Marjorie Bennett, Gale Robbins, Jay Novello, Carol Morris, Jacqueline Beer; (SW&SD).                                                                                               |
| SHOWER OF STARS                      | CBS 8:30pm | Jack Benny, Tallulah Bankhead, Ed Wynn, Tommy Sands, Julie London; (O) Hugh Wedlock, Howard Snyder; Dir - Ralph Levy.                                                                                                |
| <u>Danny Thomas Show</u>             | ABC 9pm    | Men Are Men; with regulars & Anna Marie Nanasl, Marjorie Lord; (SW&SD).                                                                                                                                              |
| PLAYHOUSE 90                         | CBS 9:30pm | If You Knew Elizabeth; (O) Tad Mosel; with Claire Trevor, Gary Merrill, Tad Mosel, Ernest Truex, Natalie Schafer, Joe Sweeney, Doro Merande, Stephen Wootten, Joi Lansing, Nancy Marchand; Dir - John Frankenheimer. |
| FORD SHOW                            | NBC 9:30pm | Wally Cox(C).                                                                                                                                                                                                        |
| <u>Telephone Time (John Nesbitt)</u> | ABC 10pm   | PREMIERE: NEW DAY & TIME: Bullet Lou Kirm; (O) Joseph Landox; with Alan Baxter, Harold J. Stone, Johnny Crawford, Oliver McGowan; Dir - Don Taylor.                                                                  |
| LUX VIDEO THEATRE                    | NBC 10pm   | A House Of His Own; (O) Loring Mandel; with Richard Boone, Mabel Albertson, Gage Clark, Charles, Meredith, Lewis Martin, Harry Shannon, James Flavin, Stephen Coit; Dir - James Yarbrough.                           |

FRIDAY APRIL 12

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|                                                      |            |                                                                                                                                                                                                                          |
|------------------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin(Lee Aaker)</u>          | ABC 7:30pm | The Old Soldier; (SW) Roy Erwin, Don Brand; with regulars & Ralph Moody, Lee Roberts, Duane Grey; (SD) Lew Landers.                                                                                                      |
| <u>Adventures of Jim Bowie(Scott Forbes)</u>         | ABC 8pm    | The General's Disgrace; with regulars & Carole Mathews, Pauline Myers; (SW&SD).                                                                                                                                          |
| <u>West Point</u>                                    | CBS 8pm    | Cold Peril; with Larry Pennell; no other info available at press time.                                                                                                                                                   |
| <u>Crossroads</u>                                    | ABC 8:30pm | The Big Sombrero; (O) Frank L. Moss; with Cecil Kellaway, Douglass Dumbrille, John Alderson, Virginia Gregg, Victor Sen Yung.                                                                                            |
| <u>Dick Powell's Zane Grey Theatre</u>               | CBS 8:30pm | Black Is For Grief; (O) Aaron Spelling; with Tom Tryon, Mary Astor, Chester Morris, Tom Tully, Skip Homeier, Beulah Bondi; Dir - Lewis Allen.                                                                            |
| <u>Life Of Riley (William Bendix)</u>                | NBC 8:30pm | with regulars & John Hoyt, Vivi Janiss, Steve Pendleton; (SW&SD).                                                                                                                                                        |
| <u>Mr. Adams &amp; Eve (Howard Duff, Ida Lupino)</u> | CBS 9pm    | That Magazine; with regulars & Barbara Billingsley, Alvin Greenman, Lee Patrick; (SW&SD).                                                                                                                                |
| <u>The Vise (Donald Gray)</u>                        | ABC 9:30pm | The Hostage; with regulars & Dorothy Gordon; (SW&SD).                                                                                                                                                                    |
| <u>Schlitz Playhouse</u>                             | CBS 9:30pm | The Blue Hotel; (O) Stephen Crane; (A) John McGreevey; with Vincent Price, Wallace Ford, Chick Chandler, Lee Van Cleef, Adam Kennedy, Tris Coffin, Phil Chambers, Dick Rich, Jack Jordan, Stuart Wade; Dir - John Brahm. |
| <u>BIG STORY (Ben Grauer)</u>                        | NBC 9:30pm | Seymour Berkson; Publisher; New York(N.Y.) Journal American; (A) Leon Tokatyan; with Whitfield Connor, William Zuckert, Frank Overton, John Kellogg, John Cecil Holm.                                                    |
| RAY ANTHONY SHOW                                     | ABC 10pm   | Erin O'Brien(S), Gene Merlino(S), Med Flory(C-S).                                                                                                                                                                        |
| <u>The Lineup (Warner Anderson)</u>                  | CBS 10pm   | The Georgie Gillette Case; (O) Fred Eggers; with regulars & Gertrude Graner, Jay Novello, Whit Bissell, Ezelle Poule, Rex Lease, Jack Carol; (SD).                                                                       |

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MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 8 - APRIL 12  
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JIMMY DEAN SHOW	CBS 7am	PREMIERE; <u>Regulars</u> : Jimmy Dean, Jan Crockett(S), George Hamilton 1V,(S), The Texas Wildcats(M), The Country Lads(S), Alec Houston(ventril). Added guest for the entire week is Wanda Jackson. (Coming from Washington D.C.)
GARRY MOORE SHOW	CBS 10am	4/11 - Martha Davis & Spouse(M); 4/12 - Kaye Ballard(C), Varel and Bailly(S), The Chanteurs de Paris(S).
CLUB 60 (Dennis James)	NBC 1:30pm	4/8 - Randy Brown(paddle-ball); 4/10 - Andy Williams(S); 4/11 - Gale Robbins(S); 4/12 - Charlie Applewhite(S).
NBC MATINEE THEATRE	NBC 3pm	4/8 - <u>Wuthering Heights</u> ; (O) Emily Bronte; (A) Lois Jacoby; 4/9 - <u>Long Distance</u> ; (O) Reita Lambert; (A) George Lowther; 4/10 - <u>Point of Clearing</u> ; (O) Robert Thompson; 4/11 - <u>The Sport</u> ; (O) Helene Hanff; 4/12 - <u>Flashing Stream</u> ; (O) Charles Morgan; (A) Kathleen & Robert Howard Lindsay.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>The Big Talker</u> ; (O) William Kendall Clarke; with Neil Hamilton, Kathleen Murray, Jeff Harris, John Marley.
TONIGHT! (Jack Ilescoulie)	NBC 11:15pm	4/9 - Eric Portman(A); 4/10 - Shep Fields & Orch.

SATURDAY APRIL 13
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|                                        |            |                                                                                                                                                           |
|----------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris)           | NBC 12N    | <u>No Vacation</u> ; (O) Earl Hamner; with David White, Mary K. Wells, Martin Brooks, Bill Daniels, Rudy Bond.                                            |
| <u>The Buccaneers</u><br>(Robert Shaw) | CBS 7:30pm | <u>The Spy Aboard</u> ; with regulars & Richard Johnson, John Salew; (SW&SD).                                                                             |
| PERRY COMO SHOW                        | NBC 8pm    | Gale Storm(A-S), The Diamonds(S).                                                                                                                         |
| SATURDAY COLOR<br>CARNIVAL             | NBC 9pm    | <u>Salute To Baseball</u> ; with Gene Kelly, Janis Paige, Robert Alda, Tony Bennett, Paul Winchell & Jerry Mahoney, Ed Gardner, Bill Hayes, Pat Marshall. |
| OZARK JUBILEE                          | ABC 10pm   | Duncan Renaldo(S), Barbara Cameron(S).                                                                                                                    |
| <u>Gunsmoke</u><br>(James Arness)      | CBS 10pm   | with regulars & Catherine McCleod, Robert Griffin; (SW&SD).                                                                                               |

SUNDAY APRIL 14  
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LOOK UP & LIVE	CBS 10:30am	<u>La Chemin de la Croix</u> ; (O) Paul Claudel("The Way of the Cross").
PASSOVER STORY	NBC 2pm	<u>Exodus--1861</u> ; (O) Jerome Coopersmith; with Larry Gates.
PASSOVER STORY	ABC 5:30pm	<u>The Empty Cup</u> ; (O) Alvin Boretz; with Eli Wallach, Bess Myerson, Leonard Lyons, Meyer Levin.
<u>77th Bengal Lancers</u> (Phil Carey)	NBC 7pm	<u>The Inconstant Moon</u> ; with regulars & Leslie Denison; (SW&SD).
MARGE & GOWER CHAMPION SHOW	CBS 7:30pm	with regulars only.
<u>Circus Boy</u>	NBC 7:30pm	<u>The Pawnee Strip</u> ; with regulars & Coca Dolenz, Scott Morrow, Daniel White; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Judy Holliday, Henry Fonda, Kay Thompson.
STEVE ALLEN SHOW	NBC 8pm	Esther Williams, Eydie Gorme, Stan Freberg(M), The Four Lads, Jackie Cooper,
<u>General Electric Theatre</u> (Ronald Reagan)	CBS 9pm	<u>The Cab Driver</u> ; (O) Cornell Woolrich; (A) John L. Greene; with Imogene Coca, Keenan Wynn, Harry Shearer, Joseph Downing, Harry Bartell, Billy McLean, Joyce Jameson; Dir-Don Weis.
ALCOA HOUR	NBC 9pm	<u>Nothing To Lose</u> ; (O) Jerome Ross; with Ralph Bellamy, James Whitmore, Robert Emhardt, Mike Kellin, Harry Bellaver, Edmon Ryan, Frank Sutton; Dir - David Green.

THE UNIVERSITY OF CHICAGO

1. The first part of the book is devoted to a general survey of the history of the subject.	100	100
2. The second part is devoted to a detailed study of the various theories of the subject.	100	100
3. The third part is devoted to a study of the various methods of the subject.	100	100
4. The fourth part is devoted to a study of the various results of the subject.	100	100
5. The fifth part is devoted to a study of the various applications of the subject.	100	100
6. The sixth part is devoted to a study of the various problems of the subject.	100	100
7. The seventh part is devoted to a study of the various questions of the subject.	100	100
8. The eighth part is devoted to a study of the various issues of the subject.	100	100
9. The ninth part is devoted to a study of the various topics of the subject.	100	100
10. The tenth part is devoted to a study of the various subjects of the subject.	100	100

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ROSS REPORTS—TELEVISION INDEX

APRIL 10, 1957

VOLUME 9 NUMBER 15 A

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

NBC's fall tote board shows over \$80,000,000 in gross billings as of April 5, about 60 per cent more than the nighttime sales position a year ago. Sales include four new series, renewals for seven series and an alternate week sale for the Steve Allen Show. The list, including some previously known, now officially confirmed, lists the following sales: 1) The Chevy Show, Sundays, 9-10pm NYT, for 52 weeks starting Oct 6. Dinah Shore will star in a major number of shows, using her current variety format. Chevrolet Motor Division thru Campbell-Ewald, Inc., is the sponsor. 2) Weekly variety series, Tuesdays, 8-9pm NYT, starring Eddie Fisher and George Goebel, alternating as host and guest, starting Sept 24. Alternate sponsors are Liggett & Myers Tobacco Co (Chesterfield) and Radio Corp of America and Whirlpool Corp. 3) The Gisele MacKenzie Show, Saturdays, 9:30-10pm NYT, starting Sept 21. To be sponsored by Scott Paper Co thru J. Walter Thompson Co. 4) Series to be announced, Mondays, 9:30-10pm NYT, starting Oct 7, to be sponsored alternately by The Aluminum Co of America thru Fuller & Smith & Ross, Inc., and Goodyear Tire & Rubber Co thru Young & Rubicam, Inc. 5) Series to be announced, Saturdays, 9-9:30pm NYT, starting Sept 28. Alternate sponsors will be Liggett & Myers Tobacco Co thru McCann-Erickson, Inc., and Max Factor & Co thru Doyle Dane Bernbach, Inc.....S. C. Johnson & Son, Inc., thru Needham, Louis & Brorby, Inc., will sponsor the Steve Allen Show on alternate Sundays, 8-9pm NYT, starting July 7.....NBC program and time period renewals include: Procter & Gamble Co thru Benton & Bowles has renewed The Loretta Young Show (Sun, 10-10:30pm NYT), effective July 7, and This Is Your Life (Wed, 10-10:30pm NYT), beginning Sept 25. P & G thru Compton Advertising, Inc., has also renewed for the Tuesday, 9-9:30pm NYT period, with Meet McGraw scheduled to replace The Jane Wyman Show in the spot for the sponsor. Scott Paper Co thru J. Walter Thompson Co renewed Father Knows Best (Wed, 8:30-9pm NYT), starting Sept 25. The DeSoto Division, Chrysler Corp thru BBDO and the Toni Co thru North Advertising, Inc., renewed their alternate sponsorship of Groucho Marx' You Bet Your Life (Thursday, 8-8:30pm NYT), effective Sept 26. The Borden Co and Procter & Gamble Co., both thru Young & Rubicam, Inc., renewed their alternate week sponsorship of The People's Choice (Thu, 9-9:30pm NYT).....On another NBC front, Ray Bolger's Washington Square will have four different evening spots during May and June: May 9, Thu, 9-10pm NYT; May 20, Mon, 9:30-10:30pm NYT; June 4, Tue, 8-9pm NYT, and June 13, Thu, 8-9pm NYT. The first three will be co-sponsored by Royal McBee and Helene Curtis, with the fourth sponsored by Helene Curtis alone.

NBC's buy of Barry & Enright Productions, though still not officially announced, has ended the three-and-a-half-year run of Winky Dink and You over CBS. Starting May 4, Saturdays, 11-11:30am NYT, CBS will present Susan's Show, starring 12-year-old Susan Heinkel in a weekend version of her show of the same name which has been seen in Chicago over WBBM-TV, since last September, Mon thru Fri, 4-4:30pm CST. The program format involves the girl's adventures in a fantasyland.

Garry Moore will take a week's vacation beginning May 20, with Durward Kirby subbing, with Dick Van Dyke coming in to assist on the CBS morning shows.....James Colligan has been named producer of CBS' Let's Take A Trip, succeeding Stephen Fleischman who has been named producer of special programs on The Twentieth Century, which will replace You Are There in the fall for Prudential Insurance Co.....Although General Mills has renewed its sponsorship for Tales of the Texas Rangers, the series will not return to CBS-TV, but will be seen on another net or on a national spot basis in over 100 markets. Screen Gems will soon go into production on new films for the series.....Screen Gems has bought all the assets of Wm. F. Broidy Productions, including 100 TV films produced for the Wild Bill Hickok series. Production will continue with Guy Madison and Andy Devine as co-stars and Kellogg Co as net and national spot sponsor of the films.

The new Jimmy Dean Show, which started on Monday over the CBS net, has created a small talent problem for WMAL-TV(Wash), the ABC outlet in the capitol, and its two longtime programs on which Dean has starred for several years -- Town and Country Time, Mon thru Fri, 6:30-6:55pm, and Town and Country Jamboree, Sat, 10:30pm-1:30am. Connie B. Gay is producer of the local shows and the new CBS net program series. Because of Dean's long identity with the Washington country & western series, he will ease out gradually, with Grandpa (Louis Marshall) Jones replacing him on both WMAL programs. Jones, now touring Europe, will take over as featured singer and m.c. of the weekday programs on May 13 and will also begin appearances on the Saturday night show, gradually moving into the top spot to replace Dean. The transfer will be completed by the end of May. Dean's band, the Texas Wildcats, will be replaced on the shows by a five-man group to be known as "The Grandchildren," with the changeover in bands to take place one man at a time, beginning this week. No change in format is intended, just a gentle way of acclimating the new musicians to the shows.

The addition of Hazel Bishop, Inc., and Sunbeam Corp., as alternating sponsors of one segment of Premiere Performance on 126 stations of the NTA Film Network, revealed that Warner-Lambert Pharmaceutical Co sponsors six-tenths of the program, P. Lorillard Co for Old Golde has three-tenths, and the two new sponsors, the remaining segment....."The Billboard," adding up the announcements this season, said this week that there are 183 new properties being offered to sponsors for fall showing, with at least 110 represented by completed pilots. Some in the list have already been sold. (There may be at least 50 more that are ready and waiting, most of them in the form of presentations by several of the big package-talent-production agencies who play it cosy in approaching one or two prospects until turndowns make it necessary to open up for possible sales).

PEOPLE GOING PLACES: CBS Chicago moved offices and production facilities to 630 N. McClurg Court, Chicago 11. The new address is for all CBS TV and radio departments, Columbia Records and the WBBM stations.....Ralph Howard Peterson returned to NBC Washington to replace Bob Doyle as producer-director of net news and special events for TV. Doyle has been named manager of the Washington office of TelePrompter Corp.....Leonard Zweig named director of news and special events for WABD(NY), and also producer of the station's Night Beat program.....Fred Fitzgerald, upped from news editor to senior editor of "Broadcasting-Telecasting" with Donald V. West succeeding him as news editor.....Fred W. Wile, Jr., has opened offices at 120 El Camino Drive, Beverly Hills, Calif.

ROSS REPORTS—TELEVISION INDEX

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—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Friday (April 19)

ABC- 4:30-5pm EST; SPECIAL - The Shroud of Turin - LIVE & FILM from WBKB(Chi), to the net. § Sustaining. § Pkgr- Loyola University with ABC-TV(Chi); Prod- Grover Allen. § Rev. Francis L. Filas, S. J., professor of theology at Loyola University, discusses the shroud, kept at Turin, Italy, which has been claimed for centuries to be the cloth in which Christ's body was wrapped after crucifixion.

Sunday (April 21)

CBS- 11am-12noon EST; SPECIAL - Easter Sunday Services - LIVE from WTOP-TV(Wash), to the net. § Sustaining. § Pkgr- CBS Public Affairs(Wash); Prod- Ted Ayers; Dir- Beryl Denzer. § Seventh consecutive year for the telecast of the Easter Sunday services from the National (Episcopal) Cathedral in Washington. Mass will be celebrated by the Very Rev. Francis B. Sayre, Dean of the Cathedral; Eastern Sunday sermon by the Right Rev. Angus Dun, Bishop of Washington.

NBC- 5-6pm EST; SPECIAL - Tournament of Champions - LIVE remote from Las Vegas, Nev., to the NBC net. § Sustaining. § Pkgr- NBC Sports; production info not available. § Telecast of the final hour of the fifth annual Tournament of Champions golf competition at the Desert Inn golf course in Las Vegas.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- NBC-TV Opera Theatre (6 times during season) April 21, Sunday, 2-4pm EST (last program of season); "La Traviata," starring Elaine Malbin as Violetta (see page D for other cast credits); LIVE (COLOR) from WRCA-TV(NY).

OTHER NETWORK CHANGES & ADDITIONS

ABC- Martha Rountree's Press Conference; new day and time effective April 15, Mondays, 9-9:30pm EST. Program had been seen Sundays, 5:30-6pm EST. The program is sponsored alternate weeks by Corn Products Refining Co thru C. L. Miller Co., Inc., with the alternate week sustaining. In its new spot the program succeeds Life Is Worth Living (last show April 8).

CBS- Let's Take a Trip (Sun, 12-12:30pm EST) James Colligan has succeeded Stephen Fleischman as producer. Effective April 21, 9 1/2-year-old Joan Terrace and 9-year-old Jimmy Walsh succeed Ginger MacManus and Pud Flanagan on the program.

NBC- Hold That Note (Tue, 10:30-11pm EST) Last show April 2; time reverted to local stations.

TALENT SHOWSHEET APRIL 12 - APRIL 21
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Most of the shows on April 12,13,14, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 19. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY APRIL 12  
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RAY ANTHONY SHOW ABC 10pm The King Sisters(S), Cookie McKinney(S).

SATURDAY APRIL 13
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JACKIE GLEASON SHOW      CBS 8pm      Trip to Africa; with regulars & Lyn Duddy Singers; (O) Joe Bigelow, Marvin Marx, Walter Stone, Herbert Finn; Songs & Lyrics by Jerry Bresler & Lyn Duddy.

PERRY COMO SHOW      NBC 8pm      ADD: Roger Williams(M), The Fontaine Sisters(S).

SUNDAY APRIL 14  
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LOOK UP & LIVE CBS 10:30am ADD CAST: Beatrice Straight, Paul Stevens; (A) Carl Beier; Music - Arthur Honegger; Dir - Marvin Silbersher.

CAMERA THREE CBS 11:30am Part 2 - Series on Academic Freedom; (O) Jack McGiffert; with Joseph Warren, Victor Thorely, Reynolds Evans, Addison Powell, Al Hinckley, Michelle Coe, Robert Dryden, Milo Boulton, Walter Reamer, Hal Studer; Dir - Clay Yurdin

ODYSSEY CBS 5pm NOTE NEW TIME: Saten in Salem; Repeat of 1/27/57.

ED SULLIVAN SHOW CBS 8pm ADD: Alan King(C), Smith & Dale(C), Alma Cogan(S-M), Jack Harris(S).

Alfred Hitchcock Presents CBS 9:30pm Vicious Circle; (O) Evan Hunter; (A) Bernard C. Schoenfeld; with Dick York, George Macready, Kathleen Maguire, Russ Johnson, Paul Lambert, George Frenlin, Tracey Morgan; Dir - Paul Henreid.

ALL ABOUT MUSIC ABC 10pm American Folk Music - with Susan Reed(M-S), Nelle Fisher & Dancers.

Loretta Young Show NBC 10pm Rummage Sale; (O) Mary Jane Waldo, Richard Morris; (A) Richard Morris; with Jan Sterling, Mark Roberts, Maggie Mahoney, Myra Marsh, Arlene Harris, Will J. White; Dir - Richard Morris.

MONDAY APRIL 15
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Wire Service (Dane Clark)      ABC 7:30pm      Ninety And Nine; (O&A) James Edmiston; with Mr. Clark, Abraham Sofaer, Donald Randolph, Malcom Atterbury, Kay Colominas; Dir - Harold Schuster.

Adventures of Robin Hood (Richard Greene)      CBS 7:30pm      The Little People; with regulars & Barry Keegan, Peggy Marshall; (SW&SD).

Burns & Allen Show      CBS 8pm      with regulars & Howard McNear, Yvonne Lime, Darlene Albert, Mary Ellen Kaye, Jody Warner; (SW&SD).

VOICE OF FIRESTONE      ABC 8:30pm      Nadine Conner(S).

TALENT SCOUTS      CBS 8:30pm      Bob Dini(S), Denise Anger(S), Steve Karmen(S-M).

Tales of Wells Fargo (Dale Robertson)      NBC 8:30pm      The Bounty; (O) George Slavin; with Mr. Robertson, Gerald Milton, Jean Howell, Anthony George, Richard Shannon, Olan Soule; (SD).





MONDAY APRIL 15(Cont'd)  
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TOP TUNES & NEW TALNET(Lawrence Welk)	ABC 9:30pm	Rudy Whorton & Aime Vereecke(M), Stan Wrightsman(M), Pete Fountain(M).
December Bride (Spring Byington)	CBS 9:30pm	The Old Man; with regulars & Dick Elliott, Charles Cantor; (SW&SD).
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	Fear Street; (O) William Kendall Clarke; with Robert Alda, Joe Campanella, Millette Alexander, Paul Mazursky; Dir - Perry Lafferty.
STUDIO ONE	CBS 10pm	The Rice Sprout Song; (O) Fileen Chang; (A) Loring Mandel; with Olive Deering, John Colicos, Vivian Nathan, David Opatahu, David Stewart, Dolores Sutton, Michael Tolan, Judy Sanford; Dir - Sidney Lumet.

TUESDAY APRIL 16
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|                                           |             |                                                                                                                                                                              |
|-------------------------------------------|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Conflict</u>                           | ABC 7:30pm  | Anything For Money; (O) Frederic Brady; with Efrem Zimbalist, Jr., Barton MacLane, Margaret Hayes, Richard Webb, Joanna Barnes; Dir - Walter Doniger.                        |
| JONATHAN WINTERS<br>SHOW                  | NBC 7:30pm  | Jeri Southern(S).                                                                                                                                                            |
| <u>The Phil Silvers<br/>Show</u>          | CBS 8pm     | The Secret Life of Sgt. Bilko; with regulars & Philip Coolidge, Otto L. Hewlitt; (SW&SD).                                                                                    |
| ARTHUR MURRAY PARTY                       | NBC 8pm     | Eartha Kitt(S).                                                                                                                                                              |
| <u>Wyatt Earp</u>                         | ABC 8:30pm  | The Equalizer; with regulars & Elisha Cook, John Pickardis, Pal Brinegar; (SW&SD).                                                                                           |
| <u>Private Secretary</u><br>(Ann Sothern) | CBS 8:30pm  | The Reunion; with regulars & Virginia O'Brien, Robert Rockwell; (SW&SD).                                                                                                     |
| <u>Panic!</u>                             | NBC 8:30pm  | Nightmare; with Eduardo Cianelli, Argentina Brunetti, Judi Boutin, Willis Bouchee, Katherine Warren, Wilson Wood; (SD).                                                      |
| <u>Broken Arrow</u><br>(John Lupton)      | ABC 9pm     | Ordeal;with regulars & John Larch, Steve Conte; (SW&SD).                                                                                                                     |
| <u>DuPont Theatre</u>                     | ABC 9:30pm  | The Jackie Jensen Story; (O) Lou Rusoff; with Jackie Jensen, B.G. Norman, Gary Gray, Ross Elliott, Vivi Janiss; Dir - Alvin Ganzer.                                          |
| <u>Jane Wyman Show</u>                    | NBC 9pm     | Not For Publication; (O) Rufus King; (A) Michael Fessler; with Miss Wyman, Ainslie Pryor, Tom Conway, Cherio Meredith, Walter Kingsford, Grant Richards, Charles Herbert.    |
| ARMSTRONG CIRCLE<br>THEATRE               | NBC 9:30pm  | Slow Assassination: Peron vs. La Prensa; (O) Irve Tunick, Cullen Moore; with Kent Smith, Philip Bourneuf, Bruce Gordon, Val Avery, Johnathan Harris; Dir - William Corrigan. |
| IT'S POLKA TIME                           | ABC 10pm    | The Gruzia Yugoslav Folk Dancers.                                                                                                                                            |
| SPIKE JONES SHOW                          | CBS 10:30pm | Lord Flea & Calypso Band.                                                                                                                                                    |

WEDNESDAY APRIL 17  
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<u>Navy Log</u>	ABC 8:30pm	Assignment...BRT; with Herbert Rudley, Jerry Barclay, Frank Kreig, Kendrick Huxham, George Pelling; (SW&SD).
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	The Spelling Bee; with regulars & Beverly Washburn, Mason Curry, Pauline Drake; (SW&SD).
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	The Story of Maggie Sheeler; with Marilyn Saris, Harry Jackson, Peter Votrian, Harry Jackson, Carleton Young, Rankin Mansfield; (SW&SD).
KRAFT THEATRE	NBC 9pm	A Matter of Life; (O) Oliver Crawford; with Raymond Massey, Robert Pastene, Gilbert Lewis, Paul Tripp, Ward Costello, Adrian Maren; Dir - Billy Graham.

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WEDNESDAY APRIL 17(Cont'd)
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|------------------------------|------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Ford Theatre</u>          | ABC 9:30pm | <u>Singapore</u> ; (O) Karen DeWolf, Gerry Day; with Paulette Goddard, Charles Korvin, Rex Reason, Fay Baker, Arthur Hanson, Frank Kumagai; Dir - James Neilson.                                                                                              |
| <u>20th Century-Fox Hour</u> | CBS 10pm   | <u>Men In Her Life</u> ; (O) Philo Higley, Phillip Dunning; (A) Kitty Buhler; with Phyllis Kirk, Kendall Scott, Malcolm Broderick, Ann Doran, Beverly Washburn, Richard Hale, Gertrude Michael, Sydney Smith, Parley Baer, Sheila Bromley; Dir - Lewis Allen. |

THURSDAY APRIL 18  
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<u>Sgt. Preston</u> (Richard Simmons)	CBS 7:30pm	with regulars & Billy Miller, David Leonard, Don Barry; (SW&SD).
<u>CIRCUS TIME</u>	ABC 8pm	Betty Ann Grove(S), The Mandarins(acro),
<u>Bob Cummings Show</u>	CBS 8pm	with regulars & Lyle Talbot, Maxine Gates, Ralph Dumke, General Clarence A. Shoop; (SW&SD).
<u>CLIMAX!</u> (Bill Lundigan)	CBS 8:30pm	<u>Mad Bomber</u> ; (O) Adrian Spies; with Dane Clark, Anne Bancroft, Theodore Bikel, Jim Backus, Estelle Winwood; Dir - Buzz Kulik.
<u>PLAYHOUSE 90</u>	CBS 9:30pm	<u>Three Men On A Horse</u> ; (O) John Cecil Holm, George Abbott; (A) A.J. Russell; with Jack Carson, Carol Channing, Mona Freeman, Edward Everett Horton, Arnold Stang, Frank McHugh, Jane Darwell, Allen Jenkins, Larry Blyden, Johnny Carson; Dir - Arthur Hillier.
<u>THE FORD SHOW</u>	NBC 9:30pm	Jackie Cooper(A).
<u>Telephone Time</u> (John Nesbitt)	ABC 10pm	<u>Elfego Baca</u> ; (O) Howard R. Evans; with Manuel Rojas, James Westerfield, Strother Martin, George Trevino, Stacy Harris, House Peters; Dir - Allen H. Miner.
<u>LUX VIDEO THEATRE</u> (Gordon MacRae)	NBC 10pm	<u>The Taggart Light</u> ; (O) Cecil Maiden; with Vera Miles, John McIntire, Roger Moore, Irene Tedrow, Kim Charney, Jim Haywood; Dir - Norman Morgan.

FRIDAY APRIL 19
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|                                                         |            |                                                                                                                                                                                        |
|---------------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)            | ABC 7:30pm | <u>Stagecoach Sally</u> ; with regulars & John Wilder, Lane Bardford, Terry Frost, Dennis Moore; (SW&SD).                                                                              |
| <u>West Point</u>                                       | CBS 8pm    | <u>Contact!</u> ; with Steve Terrell, Del Erickson, Larry Thor, Jack Mather, Richard Emory, Mitchell Lear, Richard McGrath, Al Austin, Leonard Shoemaker, Eddie Bryan; Dir - Ted Post. |
| <u>Crossroads</u>                                       | ABC 8:30pm | <u>Riot</u> ; (O) George Bruce; with Pat O'Brien, Roy Roberts, Frank Scannell, Francis MacDonald, Ann Doran, Robert F. Simon.                                                          |
| <u>Dick Powell's Zane Grey Theatre</u>                  | CBS 8:30pm | <u>The Fearful Courage</u> ; (O) Arthur Ross; with Ida Lupino, James Whitmore, Michael Pate, Paul Hahn, Robert Karnes; Dir - Bernard Girard.                                           |
| <u>Mr. Adams &amp; Eve</u><br>(Ida Lupino, Howard Duff) | CBS 9pm    | <u>The Social Crowd</u> ; with regulars & Norma Varden; (SW&SD).                                                                                                                       |
| <u>DINAH SHORE'S CHEVY SHOW</u>                         | NBC 9pm    | Sally Forrest(A), Joey Bishop(C), The Dunhills(D), The Skylarks(S), Dean Martin(S), Hugh O'Brian(A).                                                                                   |
| <u>The Vise</u>                                         | ABC 9:30pm | <u>Farewell To Mrs. Forest</u> ; no other info. available at press time.                                                                                                               |
| <u>Schlitz Playhouse</u>                                | CBS 9:30pm | <u>Girl With a Glow</u> ; (O) Harriet Frank, Jr.; (A) Leon Gordon; with Pat Crowley, John Forsythe, Katherine Warren, Nolan Leary, Madge Blake; Dir - Jules Bricken.                   |
| <u>RAY ANTHONY SHOW</u>                                 | ABC 10pm   | Erin O'Brien(S),                                                                                                                                                                       |
| <u>The Lineup</u><br>(Warner Anderson)                  | CBS 10pm   | <u>Cosmopolitan Bunko Case</u> ; with regulars only; (SW&SD).                                                                                                                          |

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JIMMY DEAN SHOW	CBS 7am	Connie Boswell will be a guest for the entire week.
GARRY MOORE SHOW	CBS 10am	Garry Moore is on vacation this week. MC will be Durward Kirby assisted by Dick Van Dyke(C). 4/16 - Cliff Norton(C); 4/19 - Melvyn Douglas(A), Bob Lewis(C), Martha Davis & Spouse(M).
CLUB 60	NBC 1:30pm	4/15 - Eddie South(M); 4/17 - Lenn Redman(caricaturist); 4/18 - Robert Alda(S-A).
TENNESSEE ERNIE FORD SHOW	NBC 2:30pm	4/16 - Tommy Sands(S); 4/17 - Walter Brennan(A); 4/18 - Jean Marais; 4/19 - Tommy Sands.
NBC MATINEE THEATRE	NBC 3pm	4/15 - <u>The Thread That Runs So True</u> ; (O)Howard Gast; 4/16 - <u>Jamie Picks A Wife</u> ; (O) Gertrude Schweitzer; (A)Peggy Phillips; 4/17 - <u>Blind Man's Bluff</u> ; (O) Nella Gardner White; (A) Richard Wendley; 4/18 - <u>Horsepower</u> ; Re-run - 10/30/56; 4/19 - <u>The Story of Joseph</u> ; (O) Howard Rodman.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>Problem Woman</u> ; (O) Harry W. Junkin; with Richard Kendrick, June Dayton, Ann Loring.
TONIGHT! (Jack Lescoulie)	NBC 11:15pm	4/15 - Mickey & Sylvia(M-S).

SATURDAY APRIL 20
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TRUE STORY (Kathi Norris)	NBC 12N	<u>Dream No More</u> ; (O)Michael Morris; with Jeffrey Lynn, Augusta Dabney, Harry Worth, Gladys Holland.
PERRY COMO SHOW	NBC 8pm	Pat Boone(S), Arlene Dahl(A).
OZARK JUBILEE	ABC 10pm	Bill Wimberly's Country Rhythm Boys.
GEORGE GOBEL SHOW	NBC 10pm	Jeff Donnell.

SUNDAY APRIL 21
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FRONTIERS OF FAITH	NBC 1:30pm	(Coming from H ¹ wd.) - Biblical Account of the Easter Story; with Charlton Heston; Mus Dir - Owen Brady.
NBC OPERA THEATRE	NBC 2pm	<u>La Traviata</u> ; (O)Verdi; (A) Joseph Machlis; with Elaine Malbin, John Alexander, Igor Gorin, William Chapman, Emile Renan, Luigi Vellucci, Chester Watson, Bonnie Murray, Berte Goapere, Richard Drause, Eda Lioy(D), Jonathan Watts(D); Conductor-Herbert Grossman; Music & Artistic Dir - Peter Herman Adler; Sets & Costumes - Ed Wittstein; Choreo - Robert Joffrey. <u>LAST SHOW OF SEASON.</u>
RAY BOLGER'S WASHINGTON SQUARE	NBC 4pm	Will Mastin Trio with Sammy Davis, Jr., Patrice Munsel.
ODYSSEY	CBS 5pm	<u>The Revolution of the Eye</u> ; (O)Vincent Price, Charles Collingwood, David Ebin; with Vincent Price; Dir - Roger Englander, John Desmond.
JACK BENNY SHOW	CBS 7:30pm	Dorothy Kirsten(S).
ED SULLIVAN SHOW	CBS 8pm	Charlotte Rae(C), The Fredianis(balan), Don Murray(A), Roberta Sherwood(S), Bob Sweeney(C), Gale Gordon(C), Marion Marlowe(S), Mitzi Green(D-S).
STEVE ALLEN SHOW	NBC 8pm	The Muppets(puppets), Mickey & Sylvia(S-M).
<u>General Electric Theatre</u> (Ronald Reagan)	CBS 9pm	<u>Bitter Choice</u> ; (O)Arthur Gordon; (A)Halsy Malone; with Anne Baxter, Russ Thorson, Michael Landon, Les Lesser, Mike Ragan; Dir - Herschel Daugherty
GOODYEAR PLAYHOUSE	NBC 9pm	<u>The Gene Austin Story</u> ; (O)Ernest Kinoy; with George Grizzard, Phyllis Newman, Eddie Andrews, Scott McKay, Jerome Cowan, Bubber Johnson; Dir - Herbert Hirschman.
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>Three Dreams of Mr. Findlater</u> ; (O)A.A. Milne; (A)Sarett Rudley; with John Williams, Barbara Baxley, Isabel Elsom, Walter Kingsford, A.E. Gould-Porter; Dir - Jules Bricken.

ROSS REPORTS — TELEVISION INDEX

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VOLUME 9 NUMBER 16 A

PROGRAMS • ADVERTISERS • TALENT

EDITOR: Jerry Leichter

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

The buying pinch has hit the program market, but the big bottleneck is not the lack of programs or the lack of ad agency or sponsor interest, but the problem of time in getting the two sides together. Every packager with a new or believably hot property is afraid that time spent with marginal prospects may kill a possible sale elsewhere, and all packagers would like to know which agencies (with specific clients having program problems for next season) are legitimately interested. There isn't enough time left before options have to be picked up for the fall on some of this year's so-so programs, so every day someone hops a plane for New York to make what the trades call "the Madison Avenue tour" of the agencies. Several pilots are still slated for production during the next couple of weeks for viewing by agencies during May, but the bell should ring about June 1, and except for some last minute surprises the networks and sponsors should have all their time spots set for fall by then. As happened last season, hundreds of thousands of dollars will have gone down the drain in pilot films that didn't make it. It's now a bigger gamble than the Broadway legit ratrace.

Although the TV industry is divided over Pat Weaver's planned "Program Service" intended for stations in 14 or 15 top market areas of the country, the networks are watching developments closely for several obvious reasons. Weaver suggested a "cream" market network, eliminating many of the basic stations needed for advertisers on a full net lineup. There's nothing new in the idea since all the nets have at one time or another a similar set-up on the books, mainly regional in character, but capable of extension if required. NBC currently has Club 60 and Close-Up on over half a hundred stations, but the original plan was for the programs to go to NBC's o-and-o stations only. CBS has its early morning program, Panorama Pacific, covering the West Coast via its Columbia Pacific Television Network and for several years also had the Harry Owens Show in an evening spot on the same net. The CTPN is regional only in the sense that it sticks to one time zone and stays west of the Rockies. ABC has also had shows peculiar to its Western Division, the last one a couple of years ago. In another instance, CBS had the Uncle Johnny Coons Show on a 31-station net a couple of years ago, with most of the stations in the Midwest, but with a few main city outlets in other areas.....If the networks wanted to develop a program similar to the one suggested by Weaver (and this is the strength of Weaver's plan), they can only go into what is now marginal network time. It would be possible for any network to have its divisions prepare shows with a particular regional or special flavor covering one group of stations on behalf of special sponsors, and at the same time have other limited net packages for other stations in the same time slots, depending on the splits in time zones. NBC used this answer last year when its Red Barber's Corner was linked with Meet the Champions in the same Friday night spot, but the Champions was seen only over a limited New York State network.

Another aspect of special program services that hasn't slipped by any of the independents or net station affiliates, is the importance of the tape recorder as the answer to eliminating a step-down in quality in recording programs for delayed telecast. The tape recorder, whether it comes from Ampex or any other producer, will be the first positive answer to flattening those time zone problems that are sure to bedevil any one trying a cream market approach -- if sponsors want the two top markets that are on the Pacific Coast: Los Angeles and San Francisco.

Mike Wallace, whose new ABC Sunday night net show starts April 28, will remain with the local New York Night Beat program over WABD until May 31 and will also continue as a newscaster on that station until Oct 7.....Rountree Productions, Inc., wants to branch out into psychic phenomena for a new package and is planning a half-hour film series that would examine in detail some of the many "authentic haunted houses" said to exist in the New York and New Jersey area. If it goes, the series would also include some of the more famous haunted locales of Europe.....Anthony Boucher, noted mystery writer and suspense and mystery book critic for The New York Times Book Review (also a well-known science fiction writer and critic), has been signed as consultant on original script material for Crisis, the new one-hour live or film series debuting on NBC in the fall. The series will include 10 stories produced on film by Alfred Hitchcock, with MCA-Revue Productions handling the rest of the 42-program package, including 10 more on film and 22 live and in color.

The new CBS series starring Richard Boone, Have Gun -- Will Travel, slated for Saturdays, 9:30-10pm NYT in the fall, will be produced by Julian Claman and directed by Andrew V. McLaglen. Most interesting part of the storyline for the new film series is that Boone will portray a character named Paladin, "a well-bred soldier of fortune who at one time followed a career as a West Point-trained officer." Romantic history notes that the paladins were the Twelve Peers of Charlemagne with the term usually applied to any hero or knight-errant. Roland was the most famous of the paladins -- and this might give you an idea of the course that will be taken by a fast man with the gun on the loose in the West.....David Dortort will be producer of Restless Gun (formerly Six Shooter), the film series starring John Payne, to be seen over NBC in the fall. Production will be through Revue Productions at Republic Studios. The series is jointly owned by John Payne and MCA, with Payne as exec producer.....David Heilweill is now producer of Richard Diamond, replacing Richard Carr after four of the films had been shot. The Dick Powell-owned series is set for a summer berth.....Date With the Angels, starring Betty White and Bill Williams, originally planned as a summer replacement film series, starts on ABC May 10, Fridays, 10-10:30pm EDT, for Plymouth, with the possibility that it may stay around for next season. It's a Don Fedderson production being filmed at Desilu.

Milton Berle was quoted last week by The Hollywood Reporter as saying in Las Vegas that "TV holds no attraction for me," adding that although NBC wants him to go ahead with Follow That Man, the filmed pilot he recently completed with Sheldon Reynolds producing, he doesn't think that he will. A capsule critique of present-day TV included the statement that the performer is at the "ruthless mercy" of mechanics, split-second timing, Madison Ave., and "expensive writers and guest star artists who have been exposed too much."

The Arthur Godfrey Show, seen Wednesdays, 8-9pm NYT over the CBS net since January 12, 1949, will go off after its June 26 telecast and will not return in the fall.National Biscuit Co thru Kenyon & Eckhardt, Inc(NY) has renewed The Adventures of Rin Tin Tin for two more years. The company has sponsored the Screen Gems series since it debuted over ABC in October, 1954.....NBC signed Charles Van Doren to a long term agreement for all the quiz star's radio and TV services. He will act as a consultant and also create new program ideas for NBC.

ROSS REPORTS—TELEVISION INDEX

APRIL 22-28, 1957

VOLUME 9

NUMBER 17

EDITOR: Jerry Leichter

PROGRAMS · ADVERTISERS · TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

—WEEKLY REPORT—

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Monday(April 22)

NBC- 2-2:30pm EST; SPECIAL - Address by Secretary of State Dulles - LIVE from WRCA-TV(NY), to the net. § Sustaining. § Pkgr- NBC Public Affairs(NY); Prod- Doris Corwith; Dir- Max Miller. § A foreign policy address by Secretary of State John Foster Dulles at the annual luncheon meeting of the Associated Press, at the Waldorf-Astoria Hotel in New York. The program preempts the 2-2:30pm portion of Club 60 this day only.

Sunday(April 28) - DAYLIGHT SAVING TIME BEGINS

ABC- 9-10pm EDT; SPECIAL - The Kate Smith Hour - LIVE from WABC-TV(NY), 105 stations live and kine. § Sponsor- Youngstown Kitchens Division, American Radiator & Standard Sanitary Corp thru Grey Advertising Agency, Inc(NY); Acct Exec- John Rigor; Comm Anncr- Kate Smith (live), also film commls. § Pkgr- Ted Collins(NY); Prod- Ted Collins; Dir- Greg Garrison; Writer- Gordon Auchincloss; Prog Anncr- Andre Baruch; Music Dir- Jack Miller. § Special one-hour variety show which will mark Miss Smith's 25th anniversary as an entertainer (and also launch a new Youngstown Kitchens line), with Miss Smith as m.c. and star of the show. (See page D for cast credits). The program preempts Ted Mack and the Original Amateur Hour, this day only.

ABC- 10-10:30pm EDT; DEBUT - The Mike Wallace Interview - LIVE from WABC-TV(NY), approx 50 stations live and kine. § Sponsor- Philip Morris, Inc (Philip Morris Cigarettes) thru N. W. Ayer & Son, Inc(NY); Acct Exec- George Reese. § Pkgr- Newsmaker Productions, Inc(NY); Prod- Ted Yates, Jr.; Dir- Jack Sameth; Researcher- Al Ramrus; Prog Anncr- Mike Wallace. § Candid, unrehearsed interviews, with Mike Wallace questioning interesting personalities. The program succeeds All About Music (last show April 21), three-program series (see page 23)

OTHER NETWORK CHANGES & ADDITIONS

ABC- Open Hearing; RETURN April 21; Sun, 5:30-6pm EST; LIVE from WABC-TV(NY) & WMAL-TV(Wash), to the net. § Sustaining. § Pkgr- ABC News(Wash); Superv by- John Secondari. § News and interviews concerning the week's top news story, with John Secondari as moderator for ABC Washington commentators. The program had previously been seen Sundays, 8:30-9pm EST and left the air temporarily after its March 31 program.

NBC- The 77th Bengal Lancers (Sun, 7-7:30pm EST) Re-runs of films begin April 21.

1. The first part of the report...

2. The second part of the report...

3. The third part of the report...

The first part of the report deals with the general situation of the country. It describes the political, economic and social conditions. The second part of the report deals with the specific problems of the country. It discusses the causes of these problems and suggests possible solutions. The third part of the report deals with the future of the country. It outlines the author's vision for the country's development.

4. The fourth part of the report...

The fourth part of the report deals with the implementation of the proposed solutions. It discusses the steps that need to be taken and the resources that are required. The fifth part of the report deals with the monitoring and evaluation of the implementation process. It describes the methods that will be used to measure progress and assess the impact of the interventions.

The sixth part of the report deals with the conclusion. It summarizes the main findings of the report and provides recommendations for further action.

The seventh part of the report deals with the bibliography. It lists the sources of information used in the report.

5. The eighth part of the report...

The eighth part of the report deals with the annexes. It contains additional information that is relevant to the report but is too detailed to include in the main text.

The ninth part of the report deals with the index. It provides a list of the topics covered in the report and the pages where they can be found.

TALENT SHOWSHEET APRIL 19 - APRIL 28
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Most of the shows on April 19,20,21, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, April 26. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

SATURDAY APRIL 20  
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JACKIE GLEASON SHOW	CBS 8pm	Jaye P. Morgan(S).
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SUNDAY APRIL 21
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|                                   |             |                                                                                                                                                                                                           |
|-----------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET                 | CBS 10am    | Light From Light; (O) Nicholas Andromedas; with William Shatner, Betty Miller, Mark Lenard, John Ragin, Jane Dudley(D), Mary Anthony(D); Dir - Roger Englander.                                           |
| LOOK UP & LIVE                    | CBS 10:30am | The Easter Vigil; (O) Gene Hurley; Ancient religious ceremony at the Maryknoll Seminary in Ossinig, N.Y.; Dir - Marvin Silbersher.                                                                        |
| <u>Circus Boy</u>                 | NBC 7:30pm  | The Cub Reporter; with regulars & Noreen Corcoran, Brad Johnson, James Seay, Kirby Smith, Elaine Haslett; (SW&SD).                                                                                        |
| ED SULLIVAN SHOW                  | CBS 8pm     | ADD: Donald O'Connor(D), Buster Keaton(C).                                                                                                                                                                |
| STEVE ALLEN SHOW                  | NBC 8pm     | ADD: Mickey Rooney(A), Eleanor Steber(S), Betty Walker (monologist).                                                                                                                                      |
| ALL ABOUT MUSIC<br>(Milton Cross) | ABC 10pm    | The Evolution of Jazz And The Blues; with Lawrence Winters (S), Leontyne Watts(S), Nelle Fisher & Dancers, Paul Whiteman(M), Bobby Hackett(M), Billy Butterfield(M), "Peanuts" Hucko(M), Vernon Brown(M). |
| <u>Loretta Young Show</u>         | NBC 10pm    | The Legacy; (O) Pauline Stone; with Miss Young, John Newland, Tita Purdom, Walter Kingsford, Mary C. Ker, George Eldredge; Dir - John Newland.                                                            |

MONDAY APRIL 22  
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<u>Wire Service</u> (George Brent)	ABC 7:30pm	The Oil Man; (O) David Chandler & Lowell Barrington; (A) Lowell Barrington; with Mr. Brent, Harry Carey, Jr., Emlen Davies, Harry Shannon, Joe di Reda; Dir - Tom Gries.
<u>Adventures of Robin Hood</u> (Richard Greene)	CBS 7:30pm	Food For Thought; with regulars & Charles Lloyd Pack, John Sharplin; (SW&SD).
<u>Tales of Wells Fargo</u> (Dale Robertson)	NBC 8:30pm	A Time To Kill; with Mr. Robertson; (SW&SD). No other information available at press time.
VOICE OF FIRESTONE	ABC 8:30pm	Patrice Munsel(S).
TALENT SCOUTS	CBS 8:30pm	Walter Bamberg(S), Nancy Adams(S), Alan Marlo(M).
<u>I Love Lucy</u>	CBS 9pm	with regulars & Barbara Eden; (SW&SD).
TOP TUNES & NEW TALENT(Lawrence Welk)	ABC 9:30pm	Pete Fountain(M), Mary Ann Ritzke(M), Andre Philippe(S), Ginger Hulet & Dean Anderson(M).
<u>December Bride</u> (Spring Byington)	CBS 9:30pm	Song Plugging; with regulars & Sandor Szabo, Sandra Gould, Sid Melton, Fuzzy Knight, Dave Sharp, Dick Crockett, Bob Hoy; (SW&SD).
ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	The Trial of Pontius Pilate; (O) Robert E. Sherwood; with Bruce Gordon, Maria Palmer, Max Adrian, House Jameson, Richard Waring, John Kellogg, Richard Nicholls, Astrid Wilsrud; Dir - John Newland.

THURSDAY APRIL 25
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|-----------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sgt. Preston</u><br>(Richard Simmons)      | CBS 7:30pm | with regulars & Kasey Rogers, Will White, Dan Blocker, Frank Scannell, John Ayers; (SW&SD).                                                                              |
| CIRCUS TIME                                   | ABC 8pm    | Francis Brunn(juggler), Remos Toy Boys(novelty), Marquis Family Chimps, Betty Ann Grove(S), Dell Vikings(S).                                                             |
| <u>Bob Cummings Show</u>                      | CBS 8pm    | <u>Bob Meets Miss Sweden</u> ; with regulars & Nancy Kulp, Kathleen Freeman, Ingrid Goude, Gordon Scott; (SW&SD).                                                        |
| CLIMAX!<br>(Bill Lundigan)                    | CBS 8:30pm | <u>Avalanche At Devil's Pass</u> ; (O) Eileen & Robert Mason Pollock; with John Ireland, Wanda Hendrix, Vincent Price, Edgar Buchanan, Judith Evelyn; Dir - Jack Smight. |
| <u>Danny Thomas Show</u>                      | ABC 9pm    | <u>Danny's Proposal</u> ; with regulars & Marjorie Lord; (SW&SD).                                                                                                        |
| <u>The People's Choice</u><br>(Jackie Cooper) | NBC 9pm    | with regulars & Ross Elliot; (SW&SD).                                                                                                                                    |
| <u>Playhouse 90</u>                           | CBS 9:30pm | <u>Four Women In Black</u> ; (O) Bernard Girard; with Helen Hayes, Ralph Meeker, Katy Jurado, Janice Rule, Lita Milan, Narda Onyx; Dir - Bernard Girard.                 |
| THE FORD SHOW                                 | NBC 9:30pm | Cesar Romero(A).                                                                                                                                                         |
| <u>Telephone Time</u><br>(John Nesbitt)       | ABC 10pm   | <u>Rabbi On Wheels</u> ; (O) Norman Lessing; with Hugo Haas, Leonid Kinsky, Douglas Dumbrille, Jack Mulhall; Dir - Hugo Haas.                                            |
| LUX VIDEO THEATRE<br>(Gordon MacRae)          | NBC 10pm   | <u>The Man Who Played God</u> ; (O) Gouverneur Morris; (A) Paul Franklin; with Boris Karloff, Mary Astor, June Lockhart; Dir - David McDearmon.                          |

FRIDAY APRIL 26  
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<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>Bitter Medicine</u> ; with regulars & Billy Miller, Jan Arvan, Peter Mamakos, George J. Lewis; (SW&SD).
<u>Adventures of Jim Bowie</u> (Scott Forbes)	ABC 8pm	<u>The Intruder</u> ; with regulars & Lee Erickson, Joyce Vanderveen, Harry Lauter; (SW&SD).
<u>Crossroads</u>	ABC 8:30pm	<u>Jhonakehunga (cq) - Called John</u> ; with Hugh Marlowe, Pat Hogan; (O) Tom Reed.
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Three Graves</u> ; (O) Norman Daniels; (A) John McGreevey; with Jack Lemmon, Nan Leslie, Frank Ferguson, James Best, Terry Frost, Don Kennedy, Richard Cutting, Pat Collins, Michael Galloway; Dir - John English.
<u>Mr. Adams & Eve</u> (Ida Lupino, Howard Duff)	CBS 9pm	<u>Foreign Actress</u> ; with regulars & Pat Donahue; (SW&SD).
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>Bullets For Saber</u> ; with regulars & Garry Thorne, Tony Quinn, Robert Ayres; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>Hey, Mac!</u> ; (O) Frank Butler; with Gary Merrill, Sue George, Marion Marsh, Gordon Gebert, Vito Scotti, Richard Crockett, Boyd Stockman, Ralph Votrian; Dir - James Neilson.
BIG STORY (Ben Grauer)	NBC 9:30pm	<u>Matt Conklin; Reporter: Sherman (Texas) Democrat</u> ; (A) Jerry Coopersmith; with Ed Bryce, Edgar Stehli.
<u>The Lineup</u> (Warner Anderson)	CBS 10pm	<u>The Robert Avery Case</u> ; with regulars & Russ Conway, John Close, Chester Stratton, Carol Nugent, Walter Coy; (SW&SD).

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 22 - APRIL 26
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|                  |            |                                                                                                                     |
|------------------|------------|---------------------------------------------------------------------------------------------------------------------|
| JIMMY DEAN SHOW  | CBS 7am    | Eddy Arnold(S), will be a guest for the entire week.                                                                |
| GARRY MOORE SHOW | CBS 10am   | 4/22 - June Carter(S); 4/25 - Skeet Stokes(C); 4/26 - Martha Davis & Spouse(M), Bruce & Babe Sidlinger(trampoline). |
| CLUB 60          | NBC 1:30pm | 4/23 - Ted Fiorito(M); 4/24 - Eddie Peabody(M); 4/25 - Mel Torme(S); 4/26 - The Salty Dogs(M).                      |

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MULTIPLE & ACROSS-THE-BOARD SHOWS(Cont'd)  
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NBC MATINEE THEATRE	NBC 3pm	4/22 - <u>Winter In April</u> ; (O) Robert Nathan; 4/23 - <u>Arms And The Man</u> ; (O) George Bernard Shaw; 4/24 - <u>The Push-over</u> ; (O) Harriet Frank, Jr.; (A) William McCleery; 4/25 - <u>Ashes In The Wind</u> ; (O) Mac Shoub; 4/26 - <u>A Hat, A Coat, A Glove</u> ; (O) Luther Reed, Monique Jean.
MODERN ROMANCES (Martha Scott)	NBC 4:45pm	<u>Talking To The Blues</u> ; (O) Michelle Cousin; with Jim Lowe (S-A), Loretta Leversee, Lee Bergere, Sam Gray, Ron Dawson.
TONIGHT! (Jack Lescoulie)	NBC 11:15pm	4/23 - Duke Ellington(M), Gerry Mulligan(M), Oscar Pettiford(M), Max Roach(M), Paul Chambers(M), Milt Jackson(M), Quincy Jones(M), Jimmy Cleveland(M), Art Blakley(M), Harry Carney(M).

SATURDAY APRIL 27
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|------------------------------|----------|----------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris) | NBC 12N  | <u>The Note</u> ; (O) Michael Morris; with Lester Fenway, Meg Mundy. |
| PERRY COMO SHOW              | NBC 8pm  | Frankie Laine(S), Red Buttons(C).                                    |
| OZARK JUBILEE                | ABC 10pm | Gene Vincent & His Bluecaps(S).                                      |
| <u>Gunsmoke</u>              | CBS 10pm | with regulars & Vic Perrin, Robert Kames, Robert Burton; (SW&SD).    |
| GEORGE GOBEL<br>SHOW         | NBC 10pm | Johnny Puleo & His Harmonica Gang(M-C).                              |

SUNDAY APRIL 28(DAYLIGHT SAVING BEGINS)  
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LAMP UNTO MY FEET	CBS 10am	<u>Whosoever In His Heart</u> ; (O) Lois McCullough Vicas; no other information available at press time.
LOOK UP & LIVE	CBS 10:30pm	<u>The Sermon On The Mount</u> ; Biblical story narrated by Msgr. John J. Dougherty.
<u>77th Bengal Lancers</u>	NBC 7pm	<u>The Hostage</u> ; Re-run.
<u>Circus Boy</u>	NBC 7:30pm	<u>General Pete</u> ; with regulars & Edward Cassidy, Lee Trent; (SW&SD).
ED SULLIVAN SHOW	CBS 8pm	Lena Horne(S), Tony Perkins(A), Bill Haley & His Comets(M), George De Witt(C), Jack Parr(C).
STEVE ALLEN SHOW	NBC 8pm	Brenda Lee(S), Don Adams(C), Jack Carson(C), Xavier Cugat(M), Abbe Lane(S).
THE KATE SMITH HOUR	ABC 9pm	Benny Goodman & Orch., Boris Karloff(A), Billy Williams Quartet(S), Edgar Bergen & Charlie McCarthy, Gertrude Berg (A), Ed Wynn(C), Jack Miller & Orch.; (O) Gordon Auchincloss; Dir - Greg Garrison.
<u>General Electric Theatre</u> (Ronald Reagan)	CBS 9pm	<u>I Will Not Die</u> ; (O) Larry Marcus; (A) Gabrielle Upton, Larry Marcus; with Merle Oberon, Jacques Bergerac, Carl Benton Reid, John Hoyt, Dayton Lumis, Helen Wallace, Stella Lynn; Dir - Robert Florey.
ALCOA HOUR	NBC 9pm	<u>Mechanical Manhunt</u> ; (O) Harold Swanton; with Richard Kiley, Sallie Brophy, Lois Bolton, Victor Thorley, Ward Costello, Leora Thatcher, Parker McCormick, Janet Fox; Dir - Paul Stanley.
<u>Alfred Hitchcock Presents</u>	CBS 9:30pm	<u>The Night The World Ended</u> ; (O) Frederic Brown; (A) Bernard C. Schoenfield; with Russell Collins, Harold Stone; Dir - Justus Addiss.
<u>Lorett Young Show</u>	NBC 10pm	<u>The Man On Top</u> ; (O) Loring Dowst; (A) Lowell S. Hawley; with Ricardo Montalban, Harry Townes, Maurice Manson, Clark Howat, Harry Arnie; Dir - Norman Foster.

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ROSS REPORTS—TELEVISION INDEX

APRIL 24, 1957

VOLUME 9 NUMBER 17 A

EDITOR: Jerry Leichter

PROGRAMS • ADVERTISERS • TALENT

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PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - COMMENT - POSSIBILITIES

Warner-Lambert, Inc., thru Sullivan, Stauffer, Colwell & Bayles, Inc., will sponsor The Restless Gun on Mondays, 8-8:30pm NYT over NBC, starting Sept 23 for 52 weeks and will also be alternate week sponsor of a nighttime version of Tic Tac Dough over NBC, Thursdays, 7:30-8pm NYT, starting Sept 12 for 52 weeks. The Restless Gun, starring John Payne as Biff Ponset "one of the fastest gunmen in the post-Civil War West. Known as the Six Shooter, Ponset is an itinerant cowhand who drifts from town to town riding the cattle drives and meeting adventure at every stop along the way." As an added note, The Restless Gun is described by NBC as "an adult Western series." In connection with this question of adult Westerns, NBC president Bob Sarnoff sticks his neck out for some TV critics in his second letter to radio-TV editors (informal comment, dated April 19). The nets are all conscious that programming plans for the fall seem to suggest a preponderance of Westerns. Mr. Sarnoff states the problem frankly: "There is no question that the Western show is in vogue. ABC has built consistent audience strength this season with its Westerns. CBS has also found substantial favor with them. We came in late with Wells Fargo, but it has more than doubled the audience of the previous show in the Sunday night period". (The latter was the ill-fated Stanley, the live situation comedy that never recovered from its early critical pasting). Mr. Sarnoff goes on to say that, of 29 nighttime programs set only three are Westerns -- Wagon Train, Wells Fargo and Restless Gun. He adds, "We are now looking at the pilot of a fourth series. If it makes it, out total of Westerns -- and incidentally, we see a great difference between an adult Western like Wagon Train and routine cowboy-Indian fare -- will still represent less than 15 per cent of the nighttime schedule and will hardly saturate it." In rebuttal, the critics will probably be happy to point out that no matter how many pilots for Western series are "adult," when you get into a 39-week production season, at the going rates for scripts on a half-hour film series, the films become less adult and more Western; whether the star is Ward Bond or John Payne, whether the series is one hour or a half-hour in episode length. Only rousing action will hold an audience and blood and thunder seems to satisfy the urge that builds ratings.

R. J. Reynolds Tobacco Co will move its Bob Cummings Show to NBC starting Sept 24, Tuesdays, 9:30-10pm NYT. The company will probably put Harbor Master, a new Ziv series starring Barry Sullivan, into the Cummings' Thursday, 8-8:30pm NYT slot on CBS.Cheyenne, alternate Tuesday ABC one-hour film series from Warners, has been renewed by General Electric for next season, and will probably alternate with Sugarfoot, with the current alternate week Conflict going off. Warner Brothers TV Div also signed Carroll Case as a producer and assigned him to a new one-hour film series titled, The Texan, which would make four one-hour Western series on the Warner slate for the fall. Maverick, previously announced, is set for ABC if a sponsor so decides.

- Page 1 -

(MORE)

Clark George, general manager of KNXT(LA), sent a frank letter to newspaper log editors in his station's area last week. Here are some of the important points covered: "The states on Pacific Coast time represent 11% of the nation's homes....two factors -- time and numbers -- have always worked against the Pacific Coast viewer as far as receiving his favorite network programs at the most appropriate times is concerned....Thus, here in the West, adult dramatic shows have been seen in family comedy time periods. Programs have in some instances been scheduled on nights other than their normal release dates, some programs have been delayed as much as a week... ..Further, the quality of reproduction has been such that the Western viewer has seen much of his network programming under adverse physical conditions." After explaining that with the start of Daylight Time and the full use of Ampex tape recorders, there will be a major program re-arrangement starting April 28, Mr. George goes on to explain, "The West Coast overall audience size for television has consistently been lower than that for the rest of the country.....we believe that the major factor in this lower number of homes using television in the West has been the scheduling and reproduction problems surrounding network programming." Mr. George is not saying anything new, but only on rare occasions has anyone connected with a network or network station admitted that unless a West Coast program was on film transmitted from the coast, the quality was frankly lousy -- and lost viewers rather than gained them. It also reveals the weakness in many of those peculiar rating claims for programs on the coast which have always been based on "share of audience" rather than share of possible audience. One season's experience with tape recording, and the adjustment of program schedules, could lead to a slight revival of the more flexibly produced live programs to replace some of the filmed mediocrities now on the air.

Gillette Safety Razor Co thru Maxon, Inc., will sponsor the CBS telecasts this season of racing's Triple Crown: The Kentucky Derby (May 4), The Preakness (May 18) and the Belmont Stakes (June 15). All are on Saturday afternoons.....Breast-O-Chicken Tuna thru Foote, Cone & Belding(LA) will sponsor its second NBC spec on Saturday, June 15, a one-hour live variety show from New York. The sponsor's previous show was Maurice Chevalier's Paris, a filmed special. The June 15 show will be titled RCA Victor Galaxy of Stars, with Vaughn Monroe as host and star, and also starring Tony Martin, Julius La Rosa, Jaye P. Morgan and Georgia Gibbs. Joe Cates will produce the show.....Norman Felton will produce Studio One Summer Theatre this year, starting in late June.....Screen Gems is going to take advantage of the costumes, location experience and other paraphernalia accumulated during the production of The 77th Bengal Lancers, by announcing for production a new series called The Adventures of Gunga Din, based on the poem by Rudyard Kipling. William Sackheim will supervise pre-production for a summer shooting schedule.....Screen Gems will also produce 26 episodes of a new Ivanhoe series in England, with Roger Moore in the title role.....Television Programs of America starts production June 15 of another 26 films for Fury, which has been renewed for a third year by sponsors General Foods and the Borden Co.

Arthur Singer has been named associate producer and story editor for Edgar Peterson, alternate producer of Climax! Joyce Cook has been named story editor for Ralph Nelson, whose alternate production stint on Climax! will begin with July programs.....Maria Little named story editor for ABC-TV's Hollywood program department, with responsibility for agent and writer contacts concerning new program ideas.....Douglas Whitney joined the exec staff of Screen Gems, Inc., to take charge of negotiations for and creation of new packages. He succeeds Milton E. Pickman, who has been assigned to supervise production on several TV series.....Nox Lempert upped to producer of commercials for Guild Films.....MPO Television Films, Inc., opened its new film production studio at 210 West 65th St., New York.

ROSS REPORTS — TELEVISION INDEX

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VOLUME 9

NUMBER 18

EDITOR: Jerry Leichter

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WEEKLY REPORT

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday (May 4)

ABC- 7:30-8pm EDT; SPECIAL - The Rock 'n' Roll Revue - LIVE from WABC-TV(NY), to the net. § Sustaining. § Pkgr- General Artists Corp(NY); Prod- Fred Heider; Dir- Cort Steen; Asst Dir- George Patrick. § Alan Freed is m.c. and leads the orchestra for this special program featuring a mixture of pop singers and rock and roll performers. (See page D for cast credits). The program will be repeated on May 11, same time, with Alan Freed as m.c. and a new slate of performers. The programs replace the first half-hour of Famous Film Festival.

CBS- 11-11:30am EDT; DEBUT - Susan's Show - LIVE from WBBM-TV(Chi), to the net. § Sustaining. § Pkgr- WBBM-TV(Chi); Prod- Frank Atlass; Dir- Barry McKinley; Sets- Jerry Pinsler. § Twelve-year-old Susan Heinkel is the star of the program, leading her audiences from the land of reality (her mother's kitchen), to a "fantasyland" where she becomes involved in adventures. (The show is an expanded version of the program of the same name, seen Mon thru Fri, 4-4:30pm, over WBBM-TV, locally in Chicago). The program replaces Winky Dink and You (last show April 27) in the time spot.

CBS- 5:15-5:45pm EDT; SPECIAL - Kentucky Derby - LIVE from WHAS-TV(Louisville), 185 U. S. stations live(16 Canada). § Sponsor- Gillette Safety Razor Co., Div of The Gillette Co., thru Maxon, Inc(Detroit); Acct Exec- M. F. Mahoney(NY); Comm Annrc- Bryan Field. § Pkgr- CBS Sports(NY); Prod & Dir- Judson Bailey. § Telecast of the 83rd running of the Kentucky Derby, from Churchill Downs, Ky., with Bryan Field describing the running of the race and Fred Capassela and Phil Sutterfield handling color and interviews. The race telecast will be preceded by Kentucky Derby Preview, 5-5:15pm EDT, with Mr. Brownie Leach interviewing newspaper racing writers.

Sunday (May 5)

NBC- 4-5:30pm EDT; SPECIAL - Call to Freedom - FILM from WRCA-TV(NY) & KRCA-TV(LA), to the net. § Sustaining. § Repeat showing of the "Project 20" program originally seen on Producers' Showcase, Jan 7, 1957 (See page 4). The repeated program will have Charles Van Doren as host and commentator. The program replaces Ray Bolger's Washington Square, which moves to various evening times, starting May 9. The Bolger show has been alternating with Wide Wide World.

THIS WEEK -- REGULAR NETWORK SPECIALS

NBC- Producers' Showcase (Every 4th Mon, 8-9:30pm NYT) April 29; "Cinderella," presented by the Royal Ballet (formerly Sadler's Wells Ballet), starring Mergot Fonteyn; (See page A for cast and production credits); LIVE (COLOR) from WRCA-TV(NY).

TALENT SHOWSHEET APRIL 26 - MAY 5
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Most of the shows on April 26,27,28, were listed in last week's report. Changes and additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, May 3. Script identifications used are: (O) Original, (A) Adaptation, (SD) Staff-directed, (SW) Staff-written. Performers are identified as singer (S), dancer(D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast, then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined.

Generally, only first runs of a film series are listed. Running character series (not anthology) usually staff-written shows, and other programs which use regulars, are listed only when the names of extra actors are available.

FRIDAY APRIL 26  
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<u>Joseph Cotten Show--</u> <u>On Trial!</u>	NBC 9pm	<u>Alibi For Murder;</u> with Macdonald Carey.
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SATURDAY APRIL 27
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|                              |         |                                                                                    |
|------------------------------|---------|------------------------------------------------------------------------------------|
| TRUE STORY<br>(Kathi Norris) | NBC 12N | DELETE: Lester Fenway; ADD: Richard Derr, who will play the part of Lester Fenway. |
| JACKIE GLEASON SHOW          | CBS 8pm | ADD: Joey Adams(C), Al Kelly(C), Teresa Brewer(S).                                 |
| PERRY COMO SHOW              | NBC 8pm | ADD: Peggy King(S).                                                                |

SUNDAY APRIL 28  
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CAMERA THREE	CBS 11:30am	The Enemies; (O) Anton Chekhov; with Richard Waring, Michael Strong; Song Without Words; (O) Frank O'Connor; with Farrell Pelly, Bryan Herbert; Dir - Clay Yurdin.
FRONTIERS OF FAITH-CATHOLIC HOUR	NBC 1:30pm	Family -- U.S.A.; (O) Robert Crean.
ODYSSEY	CBS 5pm	The Arab World; (O) James Benjamin; with Eric Johnston; Dir - Roger Englander.
ED SULLIVAN SHOW	CBS 8pm	ADD: Alfred Apaka(S), The Happy Jesters(C-S).
STEVE ALLEN SHOW	NBC 8pm	ADD: Peter Gennaro(D), Ellen Ray(D).

MONDAY APRIL 29
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|                                          |            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Wire Service<br>(Mercedes McCambridge)   | ABC 7:30pm | Run, Sheep, Run; (O) W.R. Harris; (A) Frederic Brady; with Miss McCambridge, James Lydon, Parley Boon, Steve Darrile, Harry Chesire; Dir - Tony Leader.                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| <u>Burns &amp; Allen</u>                 | CBS 8pm    | with regulars & Bob Ellis, John Sorrentino, Francis DeSales; (SW&SD).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| PRODUCERS' SHOWCASE                      | NBC 8pm    | Cinderella; Ballet by Frederick Ashton; Music by Serge Prokofiev; with Margot Fonteyn, Frederick Ashton, Kenneth MacMillan, Franklin White, Pirmin Trecu, Ray Powell, Douglas Steuart, Leslie Edwards, Basil Thompson, Ronald Plaisted, Valerie Taylor, Patricia Thorogood, Julia Farron, Merle Park, Elaine Fifield, Annette Page, Svetlana Beriosova, Michael Somes, Alexander Grant, David Blair, Arnott Mader, Robert Irving; (The Royal Ballet, formerly called Sadler's Wells Ballet); Dir - Clark Jones; Sets - Otis Riggs, Costumes - Jean-Denis Malcles; Ninette de Valois is Dir of the Royal Ballet. |
| VOICE OF FIRESTONE                       | ABC 8:30pm | Jean Madeira(S), Theodor Uppman(S).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| TOP TUNES & NEW<br>TALENT(Lawrence Welk) | ABC 9:30pm | Sylvia Muesing(S-M), Ed Martini(M).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| December Bride<br>(Spring Byington)      | CBS 9:30pm | Mountain Climbing; with regulars & Morey Amsterdam, Eddie Ryder, Sandra Spence; (SW&SD).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

STATE OF NEW YORK

IN SENATE  
January 1, 1914.

REPORT  
OF THE  
COMMISSIONER OF THE LAND OFFICE  
IN RESPONSE TO A RESOLUTION PASSED BY THE SENATE  
MAY 1, 1913.

ALBANY:

JOHN P. FLEMING, STATE PRINTER.

1914.

ALBANY:

THE COMMISSIONER OF THE LAND OFFICE  
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MONDAY APRIL 29 (Cont'd)  
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ROBERT MONTGOMERY PRESENTS	NBC 9:30pm	<u>The New World</u> ; (O) Dr. Arthur H. Compton (Atomic Quest); (A) Sebastian Simms; with Philip Bourneuf, Melville Ruick, Lawrence Fletcher, Guy Sorel, John Shellie, Mark Miller; Dir - Tad Danielewski.
STUDIO ONE	CBS 10pm	<u>Eight Feet To Midnight</u> ; (O) Marc Brandel; with Edward Mulhare, Pat Henning, Constance Ford, Deirde Owens, Tom Clancy, Dermot McNamara, John McLiam; Dir - Tom Donovan.

TUESDAY APRIL 30
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|                                     |             |                                                                                                                                                                           |
|-------------------------------------|-------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Conflict</u>                     | ABC 7:30pm  | <u>No Man's Road</u> ; (O) John Wells; (A) Robert Schaefer, Eric<br>Freiwald; with Dennis Hopper, Rafael Campos, Jody McCrea,<br>Karen Sharpe; Dir - Leslie H. Martinson. |
| JONATHAN WINTERS<br>SHOW            | NBC 7:30pm  | <u>Eydie Gorme</u> (S).                                                                                                                                                   |
| <u>Phil Silvers Show</u>            | CBS 8pm     | with regulars & Biff McGuire, Constance Ford; (SW&SD).                                                                                                                    |
| ARTHUR MURRAY PARTY                 | NBC 8pm     | Helen Hayes, James MacArthur, Sam Levenson(C), Don Ame-<br>che, Carol Bennett(S).                                                                                         |
| <u>Wyatt Earp</u><br>(Hugh O'Brian) | ABC 8:30pm  | <u>The Beautiful Friendship</u> ; with regulars & Henry Rowland,<br>Dennis Moore, Paul Brinegar; (SW&SD).                                                                 |
| <u>Panic!</u>                       | NBC 8:30pm  | <u>Marooned</u> ; with James Mason, Pamela Mason, Portland Mason,<br>Alexander Mason.                                                                                     |
| <u>Broken Arrow</u>                 | ABC 9pm     | <u>The Archeologist</u> ; with regulars & Arthur Hanson, Antony<br>Eustrel, Richard Hale, Alex Montoya; (SW&SD).                                                          |
| <u>Jane Wyman Show</u>              | NBC 9pm     | <u>The Man in the Car</u> ; with Miss Wyman, Craig Stevens.                                                                                                               |
| <u>DuPont Theatre</u>               | ABC 9:30pm  | <u>Chicago 212</u> ; with Frank Loyejoy, Roy Thinnies, Tomi Thurs-<br>ton, Franklyn MacCormack; (O) William P. Rousseau.                                                  |
| RED SKELTON SHOW                    | CBS 9:30pm  | <u>Arnold Stang</u> (C), Lina Romay(S).                                                                                                                                   |
| ARMSTRONG CIRCLE<br>THEATRE         | NBC 9:30pm  | <u>Night Court</u> ; (O) Art Wallace; with David White, June<br>Dayton, Wesley Law, Dennis Patrick; Dir - William Corri-<br>gan.                                          |
| IT'S POLKA TIME                     | ABC 10pm    | <u>The Ukrinian Youth Folk Dancers</u> .                                                                                                                                  |
| SPIKE JONES SHOW                    | CBS 10:30pm | <u>Nelson Eddy</u> .                                                                                                                                                      |

WEDNESDAY MAY 1  
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<u>Navy Log</u>	ABC 8:30pm	<u>Nightmare Off Brooklyn</u> ; with Ross Elliott, Richard Crane, Richard Deacon, Patti Gallagher.
<u>Father Knows Best</u> (Robert Young)	NBC 8:30pm	<u>Baby In The House</u> ; with regulars & Gloria Henry, Michael Emmet; (SW&SD).
<u>Millionaire</u> (Marvin Miller)	CBS 9pm	<u>The Story of Hub Grimes</u> ; with Chuck Connors, Nicola Michaels, Maudie Prickett, Simon Scott, Katherine Barrett, Molly McArt; (SW&SD).
KRAFT THEATRE	NBC 9pm	<u>Drummer Man</u> ; (O) Mel Goldberg; with Sal Mineo, Robert Emhardt, Mike Kellin, Ruda Michelle; Dir - Billy Graham.
<u>Ford Theatre</u>	ABC 9:30pm	<u>Strange Disappearance</u> ; (O) Jack Harvey; with Stephen McNally, June Vincent, Peggy Knudsen, William Roerick, Alexander Lockwood, Hugh Sanders, Bing Russell, Ellie Kent; Dir - Arthur Hillier.
<u>20th Century Fox Hour</u>	CBS 10pm	<u>Deep Water</u> ; (O) Oscar Millard; with Ralph Meeker, James Whitmore, Richard Arlen, Steve Mitchell, Charles Tannen; Dir - Roy Del Ruth.

THURSDAY MAY 2
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|                                         |            |                                                                                                                                                                                                |
|-----------------------------------------|------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sgt. Preston of Yukon</u>            | CBS 7:30pm | with regulars & Betty Farrington, George Crise, William Boyett, John Mitchum; (SW&SD).                                                                                                         |
| CIRCUS TIME                             | ABC 8pm    | Viggo Jahn(magic), The Valenos(acro), Betty Ann Grove(S), Ted Kluszewski(baseball), Alan Dale(S).                                                                                              |
| CLIMAX!<br>(Bill Lundigan)              | CBS 8:30pm | <u>Strange Deaths At Burnleigh</u> ; (O) Charles Larson; with Michael Rennie, Joan Tetzl, Cedric Hardwicke; Dir - Buzz Kulik.                                                                  |
| <u>Danny Thomas Show</u>                | ABC 9pm    | <u>Den Mother</u> ; with regulars & Rita Lynn, Shirley Mitchell, Evelyn Scott, Madge Meredith; (SW&SD).                                                                                        |
| PLAYHOUSE 90                            | CBS 9:30pm | <u>Child Of Trouble</u> ; (O) Selma Robinson; (A) James P. Cavanaugh; with Patty McCormack, Ricardo Montalban, Joan Blondell, Lillian Roth, Chester Morris, Richard Arlen; Dir - Paul Nickell. |
| THE FORD SHOW                           | NBC 9:30pm | Marilyn Maxwell(S).                                                                                                                                                                            |
| <u>Telephone Time</u><br>(John Nesbitt) | ABC 10pm   | <u>Diamond Peer</u> ; (O) Joseph Landon; with Tom Hellmore, Jean Byron; Dir - Lewis Allen.                                                                                                     |
| LUX VIDEO THEATRE<br>(Gordon MacRae)    | NBC 10pm   | <u>The Hard Way</u> ; (O) Daniel Fuchs, Peter Viertel; (A) Sanford Barnett; with Ann Sheridan, Steve Dunne; Dir - Richard Goode.                                                               |

FRIDAY MAY 3  
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<u>Adventures of Rin-Tin-Tin</u> (Lee Aaker)	ABC 7:30pm	<u>Corporal Carson</u> ; with regulars & Tommy Farrell, Jerry Eskow, Jan Arvan; (SW&SD).
<u>West Point</u>	CBS 8pm	<u>Flareup</u> ; with Peter Baldwin, Jerry Charlebois, Rad Fulton, Gary Vinson.
<u>Crossroads</u>	ABC 8:30pm	<u>The Wreath</u> ; (O) George Bruce; with David Brian, Edith Evanson, James Lydon, Irving Bacon, Frank Wilcox, John Dierkes, Jim Kirkwood, G. Pat Collins, Barbara Kay, Donald Towers.
<u>Dick Powell's Zane Grey Theatre</u>	CBS 8:30pm	<u>Badge Of Honor</u> ; (O) John Robinson; with Gary Merrill, Tom Tully, Robert Culp, Peggy Webber, Dick Gardner, Mike Ragan, Walter Coy, Bill Henry, Bill Leicester, Richard Devon; Dir - Arthur Hillier.
<u>Mr. Adams & Eve</u> (Howard Duff, Ida Lupino)	CBS 9pm	with regulars & Edgar Barrier; (SW&SD).
<u>Joseph Cotten Show-- On Trial!</u>	NBC 9pm	<u>The Case of the Absent Man</u> ; with Mr. Cotten, Maggie Hayes.
<u>The Vise</u> (Donald Gray)	ABC 9:30pm	<u>Death In A Flask</u> ; with regulars & Joy Webster, Eleanor Fazan; (SW&SD).
<u>Schlitz Playhouse</u>	CBS 9:30pm	<u>The Traveling Corpse</u> ; (O) Norman Matson; (A) Joel Murcott; with Dennis O'Keefe, John Baragrey, Leora Dana, Gertrude Michael, Anthony Eustrel, Jane Buchanan, Fred Kruger, Ferdi Hoffman, Rudy Solari, Robert Anderson, Betty Woods, Bobby Ellis; Dir - James Neilson.
BIG STORY (Ben Grauer)	NBC 9:30pm	<u>Louis B. Seltzer</u> ; Editor: Cleveland(Ohio) Press; (O) Leon Tokatyan; with Donald Madden, Joseph Sweeney.
<u>The Lineup</u> (Warner Anderson)	CBS 10pm	<u>The Transom Burglar Case</u> ; with regulars & Clarence Lung, Robert Griffin, Richard Karlin, George Lynn; (SW&SD)

MULTIPLE & ACROSS-THE-BOARD SHOWS FRIDAY APRIL 29 - MAY 3
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|                  |            |                                                                                   |
|------------------|------------|-----------------------------------------------------------------------------------|
| JIMMY DEAN SHOW  | CBS 7am    | Betty Johnson(S), will be a guest for the entire week.                            |
| GARRY MOORE SHOW | CBS 10am   | 5/1 - Eli Mintz(A); 5/3 - Georgie Kaye(C), Martha Davis & Spouse(M).              |
| CLUB 60          | NBC 1:30pm | 4/29 - The Rhythm Kings(D); 4/30 - Caesar Giovannini (M); 5/3 - Terri Stevens(S). |

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MODERN ROMANCES  
(Martha Scott)

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The Buccaneers  
(Robert Shaw)

SUNDAY MAY 9  
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General Electric  
Theatre

THE UNITED STATES OF AMERICA

IN SENATE

COMMITTEE ON THE JUDICIARY

REPORT

ON THE

PROCEEDINGS OF THE

COMMISSIONERS OF THE

GENERAL LAND OFFICE

IN RESPONSE TO A

RESOLUTION OF THE

SENATE

1906

BY THE

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IN RESPONSE TO A

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IN SENATE

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# ROSS REPORTS — TELEVISION INDEX

MAY 1, 1957

22

VOLUME 9 NUMBER 18 A

PROGRAMS · ADVERTISERS · TALENT

EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

MAY 1 1957

### NEWS - COMMENT - POSSIBILITIES

NBC GENERAL LIBRARY

The U. S. Time Corp (Timex Watches) will sponsor six one-hour Bob Hope variety programs over NBC during the 1957-58 season, with dates and time periods to be announced. U. S. Time has been one of the sponsors of the Steve Allen Show over NBC this season.....Buick Motor Division, GMC, will become alternate week sponsor of Tales of Wells Fargo, Mondays, 8:30-9pm NYT, over NBC, effective Sept 9. American Tobacco continues as alternate week sponsor, with General Foods dropping out for Buick.....Those Whiting Girls return to CBS July 1 as the summer show in the time period now occupied by I Love Lucy, Mondays, 9-9:30pm EDT. General Foods Corp and Procter & Gamble will be alternate week sponsors. The show was a summer replacement for Lucy during the summer of 1955.....Have Gun, Will Travel, slated for CBS, Saturdays, 9:30-10pm NYT, starting in the fall, will be alternately sponsored by Lever Brothers Co and Whitehall Pharmacal Co. Whitehall is starting as an alternate sponsor in the time period on May 11, when it alternates with Helene Curtis for a series of re-runs under the title S. R. O. - Playhouse. Current tenant of the time spot is Hey Jeannie!.....Other time buys confirmed by CBS include the alternate week sponsorship by Shulton, Inc., of the new film series Slezak and Son, starring Walter Slezak and featuring his 10-year-old son Leo. This will be seen Tuesdays, 8:30-9pm NYT, in the spot currently occupied by re-runs of Private Secretary. The Gold Seal Co (Glass Wax) and W. A. Sheaffer Pen Co will alternate as sponsors of re-runs of I Love Lucy, to be seen Wednesdays, 7:30-8pm NYT.....Armstrong Circle Theatre, now on NBC, will switch to CBS, alternating with the U. S. Steel Hour, Wednesdays, 10-11pm NYT, starting in September.

John Payne, star of the forthcoming The Restless Gun (or The Westerner, or another title to be decided before debut), Mondays, 8-8:30pm NYT, starting over NBC on Sept 23, revealed in Hollywood last week why he jumped into TV with both feet, although still making good money doing feature pictures. The 39 films in the series are budgeted at \$1,560,000 (about \$40,000 per film), with Payne receiving about \$5,000 per film. In addition he said that he owns 50 per cent of the negatives, with NBC holding 25 per cent and MCA-TV holding the other 25. With that kind of salary and participation, Payne feels, "the worst I can get is a liberal education" in TV. His usual flat fee for a part in a motion picture feature is \$75,000, but he has also worked in nine films on a participating basis, with his return thus far ranging from a low of \$56,000 for one film to a high of \$168,000. Payments for a star of Payne's type usually include straight salary, deferred payments and a participating interest. The economics of his new TV deal serve to illustrate why star names can aid in selling a package to a sponsor, even though the cost per series may be hiked more than \$150,000 for a year's run. Some star packages offered this season have ranged up to \$65,000 per week at the first asking price, and few are geared to come in under \$50,000 without someone being squeezed on the cost end. Some stars are comparatively inexpensive -- if a show delivers everything the sponsor expects.

- Page 1 -

(MORE)





Although Schlitz Playhouse (Playhouse of Stars) used to boast that it played a different program each week, 52 weeks of the year (except for a couple of replays of a James Dean film), the shift to Revue Productions, the high cost of star names and generally upped budgets in film TV, will lead to normal season repeats on the series, probably about 12 in each year. The first of this year's repeats will be on May 17, an Edmond O'Brien starrer that was first shown last Jan 11.....Pilot production on the coast is expected to wind up about the first week in May for some of the late starters so that fast editing can get films to some agency reps by the middle of the month. Several of the major agencies are still waiting for a last look at series that might be possibilities for the fall. Several pilot films that haven't made the grade may be pulled back for some re-polishing and held against the possibility that the usual fall season collapse of several programs could result in a call for a mid-winter start for a series.

A premature release from KING-TV(Seattle), later recalled, indicated that ABC had set up a new network origination headquarters at KGW-TV(Portland, Ore.) to provide a "little" network origination point for kinescopes. A look at a map of AT&T TV links indicates that new network origination points to eliminate cable and microwave bottlenecks may lessen the importance of New York, Chicago and Los Angeles as major originations for delayed or re-broadcast programming. The increased production of tape recorders would hasten the day of new network origination points for recording and later re-broadcasting of network programs to take advantage of regional programming conditions or viewer habits. Besides Portland for the northwest, other origination points might be Dallas, Oklahoma City, Detroit, Buffalo, Atlanta, and other cities that are similarly situated as the hubs for radiating lines.

KOA-TV(Denver) last week decided to copy the disc jockey system of playing favorite records for listeners, by polling viewers on what feature films they would like to see on the station during the summer months. The station listed top movies from among the 2,000 it has rights to and has had ballots printed in the regional edition of TV Guide, April 27 issue, and in the April 28 Denver Post and Rocky Mountain News. Ballots were also passed out to the public at some special places. The station has two daily movie programs and a Warner Bros Theatre program on Sunday evenings which will be used to screen the movies chosen by viewers. There's a mad idea there for sponsors who "bring back by request" films for their summer re-run programs.

The Walter Winchell File, a new film series being produced by Desilu Productions, Inc., in Hollywood and New York, will be seen over ABC, possibly on Thursday evenings starting in the fall. Bert Granet is producer, with Jerry Thorpe as director. Oliver Treyz, ABC v.p. in charge of television, was quoted as saying, "It's good to have Walter back on ABC." Columnist Walter Winchell, long an ABC radio and TV commentator, was quoted: "It's good to be home." Not mentioned by either, nevertheless, is a suit for \$7,000,000 brought by the columnist against ABC for breach of contract and damages during 1955. The administration involved is no longer at ABC.

PEOPLE GOING PLACES: E. Charles Straus named to the new post of director of talent and casting, CBS Television, Hollywood. He has been asst to the director of business affairs on the coast.....Wayne Wille appointed director of press information at WBEM-TV(Chi).....Paul Radin upped to v.p., Ashley-Steiner, Inc., and will serve as a member of the board of the east and west coast offices of the firm.....Harry J. Feeney promoted from his post as trade news editor to the new position of manager of trade and business news for CBS Television press information, in NY.....Ray Lukshis named program director for KTLA(LA), with Hal Dasbach named program supervisor.....Matthew Rapf joined Goodson-Todman Productions' west coast office in Hollywood as a producer.

